FOOD

FROM

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FOOD

from Poland

Review of Exp
of Agricultural Produ
and Foodst

No

1. Cheesemaking in Poland has its century-old traditions. About the novelties in this industry you may read on p. 21.

2. We write about "gold medallists" (syrups exported by POLCOOP) and about other excellent fruit and vegetable processed products on p. 8 in a short feature story from the FRUCTONA Works.

3. On pp. 16–17 we write about the greatest in Poland makers of vodka, the "Poznańskie Zakłady Przemysłu Spirytusowego" (Poznań Spirit Industry Distilleries).

4. We write about the charm of Western Pomerania and its industrial potential in fishery and processing of fish on pp. 35-39.

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TAKON

INTERNATIONAL CONSUMER GOODS FAIR
in Poznań
September 23–30, 1973

PRODUCTION COMMERCE COLLABORATION

The forecasts concerning the development of food consumption in the seventies envisage its distinctive growth all over the world, exceeding 2,500 calories a day per person against the average of 2,385 cal. marked in the mid-sixties. Obviously serious disproportions in sustenance of particular regions of the world are still noted and about one half of the population of our globe will remain undernourished.

The highest consumption level will be undoubtedly recorded in the countries of North America, Western Europe, Oceania, in Japan and in European socialist countries. At the same time most of these countries will maintain their position as food exporters.

NEW PROGRAMMES AND DIRECTIONS IN THE AGRICULTURAL AND FOOD PRODUCTS TRADE

Today Poland's foodstuff export attained a comparatively high level as to its value, reaching in 1972 the figure of 689 m USA dol. making up 14 per cent of the country's export and ca 1.6 per cent of the world food export. New programmes should allow Poland to come close to the level reached earlier in the foodstuff exports (per 1 inhabitant or 100ha of cultivated soil) by some other countries of high agricultural standard: Denmark, Holland, Bulgaria. Necessarily all the developed countries appreciate the importance of agricultural and food exports and do their best to develop up-to-date agricultural production along with the industrial output and services.

After the war Poland drawing on her old traditions has developed the export of agricultural and food products. It was a hard necessity due to the hard currency demand following the fast reconstruction of the country devastated in the war, and next, the fulfilment of the ambitious programme of development of agriculture and other lines of the country's economy. It is also worth mentioning that as much as 65 to 70 per cent of the total of Poland's agricultural export went to the markets of Great Britain, USA, Federal Republic of Germany, Italy, France, Switzerland and Austria. The share of agricultural and food export in the total export to capitalist countries was 32 to 39 p.c. and in the export to Great Britain, Italy, Switzerland and USA reached even 50 p.c.

Under the present situation in Poland's foreign trade it should be assumed that in spite of the expected decrease of foodstuffs in the total export, the food export (in its absolute value) will have to increase fast because it will remain the significant source of the free currencies in the future; and irrespective of the requirements resulting from the balance of payments the growth of the agricultural export, being one of the stimulants of progress, is in the interest of the agriculture itself and of the food industry.

MODERNIZATION AND SPECIALIZATION IN INDUSTRY

The importance of agricultural and food exports was fully appreciated by the VII Congress of PUWP. This new economic policy of the state has been recently given full support by the Polish Seym (parliament). Thus the problems of foodstuff production and exports have gained particular significance. Therefore in the years to come substantial sums of money will be invested in the development programme of agricultural production as well as modernization and specialization of agricultural farms. It also applies to the food industry. Considerable sums will be provided for import of complete industrial works and production lines for inst. slaughterhouses, cold stores, dairies, pig and cattle farms, fodder plants, sprinkling equipment etc.

As regards agriculture one of the basic development trends will be the emphasis on better use of the cultivated area, probably by organizing intensive agricultural production regions (termed green basins) where also food industry works should be put up.

It should be kept in mind that according to her tradition Poland will remain the exporter of food. With the stabilization of fodder and consumption grain imports, the growth of imports will be recorded mainly in fodder concentrates (mainly bruised grain, oil-meal and fish-powder), cocoa beans, tea, coffee, lemons, oranges.

DEVELOPMENT TRENDS AND PROSPECTS OF POLAND'S FOREIGN TRADE IN AGRICULTURAL AND FOOD PRODUCTS

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SELECTION OF MAIN EXPORT ITEMS

Many factors influence the selection — based on economic calculation — of groups of agricultural and food products which are to become the leading export items in the future. Irrespectively of the fact whether it is advisable further to follow our long-time specialization and the universally acknowledged taste and quality of many products, it will be necessary to accept these principles:

– Meeting the anticipated demands of the home market. All the efforts and means should be undertaken to harmonize the preferences of individual consumers with the general social interests that aim at a steady improvement of the structure and quality of the diet in our country.

– Definition to what an extent a market is accessible. The situation here is still rather complicated. On the one hand due to the policy of concluding treaties pursued for years, and also because of our membership in GATT we have gained a considerably wide access to a number of markets. On the other hand, however, on some important markets we still encounter various custom and tariff barriers to name but veterinary and phytosanitary ones. Thus, within the intensive work on elaborating a programme for the development of agricultural and foodstuffs production, one of the decisive issues to be considered will be the estimation done by foreign trade experts regarding the export possibilities of a given product not only up to 1980 but even to 1990 and further.

– The assessment of the demand on the world market. It can be assumed that generally the demand for the basic foodstuffs will go up fast not only in the socialist but also in capitalist countries as the consequence of the universal rise in the income of the population (with the exception of some developing countries).

What trends in forming such demand can be anticipated? It seems that in the face of the expected rise in the consumption per capita of such articles as meat, fruits, sugar, pulse and oil plants, vegetables, eggs, fish and vegetable fats, the demand for them will be steadily increasing. The grain consumption will probably stay at the relatively stable level, whereas many experts agree that similarly to the trends recorded in the sixties one can expect the drop in the consumption of root crops, milk, animal fats

In view of the above one can venture to say that the following animal products will be the most promising in Poland's export:

1. cattle and beef,
2. meat products,
3. horses and horse meat,
4. fish and fish products,
5. dairy products.

On the other hand the most promising vegetable goods, as far as export is concerned, are the following:

1. sugar,
2. processed fruit and vegetables,
3. frozen food,
4. seeds,
5. alcoholic beverages,

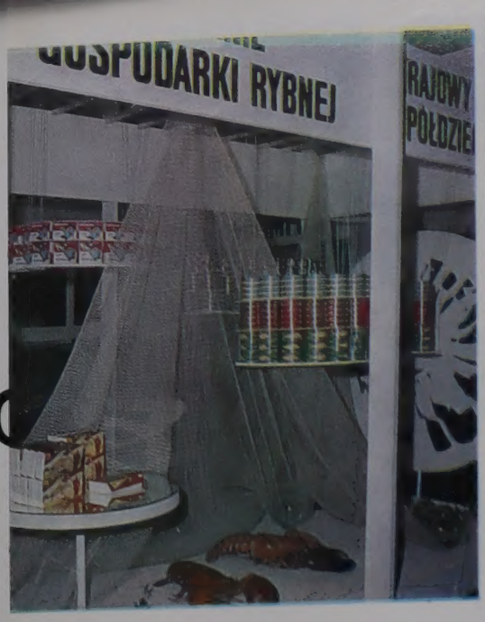
and a wide range of others for inst. forest fruits and mushrooms and wild game meat.

FAST GROWTH OF THE FOODSTUFFS EXPORT

Recapitulating, the years 1973–1980 will certainly show the dynamic development in Poland's export of agricultural and food products. At the same time this branch also in the future will belong to those lines of national economy which will improve Poland's balance of payments. Undoubtedly there is another trend apparent in Poland's food export. The total share of animal products will increase as compared with products of vegetable origin. In the 80-ties their relation will be approximately 60 to 40 per cent.

It is assumed that every year the average export growth in agricultural and food products can even reach 6 per cent which is slightly more than the expected production growth in the food industry. For the sake of comparison let me recall here that such growth would be more than twice as big as the expected average growth of agricultural export in other countries of the world. In the opinion of many experts in 1970 the world export of the agricultural and food products will slightly exceed 55 billion US dollars. By that time and under favourable conditions allowing for concentrating of efforts the value of Poland's export can reach nearly 1.1 billion US dollars what would make up ca 2 per cent of the world food export.

Zbigniew Skierkowski



In September we mee

For more than half a century the Poznań International Fairs have been organized. Originally a home event, as early as in 1925 they became recognized as international fairs, joining the "Union des Foires Interationnales" (UFI) in 1927. The choice of Poznań as the seat for international fairs has proved right. Its geographical situation at the important transport route linking East and West of Europe made merchants from all parts of the world meet here in the past centuries.

The Poznań International Fair ranks now among the most popular trade events of the world. Polish foreign trade enterprises conclude their purchases from foreign exhibitors, at the same time offering their products. The possibility of simultaneous mutual services facilitates transactions profitable for both sides. Trade agreements are also concluded here between foreign exhibitors who do not consider that their presentations at the Poznań Fairs should be limited to trading with Poland only.

In recent years one may notice a world-wide trend of changing general fairs into specialized ones. It is closely connected with the enormous development of production, technological progress, cooperation and growing industrial cooperation.

The Poznań Fair, remaining a general event would not have met the need for a platform for world marketing mainly because of the lack of technical possibilities to present the ever growing offers of countries of all continents. The event did not meet the presentation requirements of the home industry and exhibitors from abroad as far as investment and consumer products were concerned, kept in mind that the number of offered and sought-after articles in the latter line is going up. Therefore a correct decision was made to divide the Poznań International Fair into two trade events:

International Technical Fair – in June, and

International Consumer Goods Fair TAKON –in September.

The accepted solution secures better exhibition capabilities compared with the present ones.

It is of particular importance for t consumer goods line, (so interesti to us) and for agricultural and fo products alike; owing to the evol tion of the Poznań fair over the rece years, when more and more exhibiti space was alloted to machines a equipment, the outcome was t steady shrinking of the presentation the remaining articles, especially ag cultural and food products.

At present there is a possibility fuller presentation of these goods both foreign and Polish produce It is of importance to Poland as will allow her to better present t export offer as well as to get a quainted with foreign offers, which in line with the trends of the countr present economic policy. One of goals is to provide more and bet goods for the home market by i creasing consumer goods' impor International Consumer Goods F will therefore be an important fac of the mutually favourable turnov Poland is known in the world good quality agricultural and fo products, the export of which h a longstanding tradition. Owing favourable natural conditions ag culture has been the basis of Polan national economy for centuries pa Relatively high crops allowed n only to meet the home demand b also to export the surplus.

Along with the general developme of industry in our country the fo processing industry was started

n Poznań

d its products soon found their way foreign markets. However, it was e export of agricultural primary prodts that was prevailing up to the cond world war.

t, the basic development of agriltural and food industry came withthe past twenty years. There were ilt large and modern factories manacturing various brands of food th for the home market and for oort.

ming at expanding export and ineasing the interest of foreign trad in the variety and quality of lish food and agricultural products oland's agricultural and food indus have participated in the Poznań ernational Fair for a long time. It s an opportunity of presenting the oort offer.

e Consumer Goods Fair having ined an independent status and its anch-wise organization, allows to ncentrate the food exhibition in one ace – a Hall No 12 reserved for nt purpose.

re foreign and Polish exhibitors esent their foodstuffs. Polish agriltural and foodstuffs producers oranized in state-owned firms and operatives sell their goods to forn customers through foreign trade terprises specializing in a particular

The Joint Committee of Food Industry Exhibitors is the organizer of the Poznań International Fair.
At the International Consumer Goods Fair all Polish exporters will present rich offers in various lines of agricultural and food industry.
ANIMEX, AGROS, POLCOOP, HORTEX, ROLIMPEX and RYBEX will show Poland's export possibilities in the traditional products as well as a number of novelties suited to the present-day demand of foreign markets and our partners' requirements. The food industry along with foreign trade organizations have made significant investments and have taken some organizational steps aimed at expanding the export and cooperation with foreign countries in this particular branch of our economy. In order to secure high quality of goods the food manufacturers continue the modernization of factory equipment, mechanization of production and transport facilities, further specialization and improvement of technology, introduce new assortments of an ever higher standard.
Work is also continued to produce better packaging of the offered goods i.e. plastic, tins, glass packaging, up-to-date lids and caps of jars and bottles as well as new designs and colours of print on tins, labels etc. The packaging is also adapted to different conditions of long storage and to various temperatures, thus

The quality of Polish food products, which are considered both best by many foreign customers, thanks to the rich variety of nourishing ingredients and excellent taste, is the result of climatic and soil conditions as well as natural breeding methods of animals and growing of plants, fruits and vegetables, up-to-date methods of storage and processing.

These conditions make Poland an important exporter of foodstuffs not only in Europe but in all continents in spite of sharp competition.

Polish food products receive medals and awards for their quality and nourishing values at numerous exhibitions and at many Food Fairs the world over.

The Poznań Fair is the place where Poland's offer has largest display, thus giving a good idea of our potential in all branches of agricultural and food industry.

We wish all foreign businessmen who have come to International Consumer Goods Fair TAKON in Poznań and who import Poland's agricultural and food products, the best of luck. We also hope that the foreign consumers of Polish food products will be fully pleased with them.

Stefan Zakrzewski
Chairman of the Branch Committee of Agricultural and Food Industry

Tradition and Modernity

Interview with Mr. J. W. Jaroszyński, general director of POLCOOP, Foreign Trade Enterprise.

The food and agriculture industry is being intensely developed and modernized in Poland. This also applies to the production base of your enterprise. What is the influence of these processes on the activity of POLCOOP?

"It is obvious that these processes strengthen our position as an exporter. We are a foreign trade enterprise of the Central Agricultural Union of the "Peasant Self-Aid" Co-operatives. We export the agricultural-food products of over 300 different types of co-operatives. All of them are now heavily invested. The existing machinery and technological lines while new factories are being constructed. The fruit and vegetable processing factories at Krosno, Sucha Beskidzka, Tarnów, Karczyn, Nowy Tomyśl, to mention but a few and refrigerating plants closely connected with the factories are being developed first of all.

The capacity of our warehouses are also increasing rapidly. Let me mention above all our modern warehouse and the refrigerating plant at the port of Gdańsk. The first part of this investment was handed over for use at the end of 1970, the second one two years later. New equipment — labelling and packing machines, imported from the FRG are being installed there now. Other structures of the same type are also equipped with modern installations. For example sorting and packing installations have been imported from Holland to the warehouse in which potatoes are stored. Similar activity is carried out in other branch of our export base e.g. the peat-moss processing enterprise. Development of the packing output is also important to us as exporters. This year, we shall have at our disposal the first glass containers of the "Euroglass" type and "Twist-off" lids of domestic production".

What is the influence of all this on the export activity of POLCOOP?

"We have at our disposal more products, many of them attractive ones which are better in terms of quality and more adapted to the demands of our foreign customers. Our export offer is enriched with new products, such as mixtures of fertilizers with peat moss, frozen mushrooms, new assortments of deep frozen vegetables (Brussels sprouts), to mention but a few".

Your exports cover a broad range of assortments — beginning with snails and canary birds and ending with potatoes. In which products have you attained the highest increase in exports?

"We have attained the most notable growth of exports in deep frozen fruit and vegetables and rabbit meat. For this reason I would like to dwell more broadly on these two groups of commodities.

First of all, I want to say a few words about deep frozen fruit and vegetables which a long time ago proved their superiority to all types of semi-finished products preserved with chemical agents. Hence, we in Poland have decided to invest sizable amounts in the construction of refrigerating plants. At present we have six refrigerating plants for fruit and vegetables under our management. All of them having been constructed in recent years, have been equipped with the installations of the latest technical and technological solutions as well as equipped with installations imported from specialized west European firms (Lancing transportation installation production lines imported from the USA for freezing fruit mixed with sugar as well as equipment for finishing processes).

The biggest refrigerating plant of 1.5 thousand tons capacity per annum is localized at Sochaczew, in the region of strawberry plantations and it is just in tinned deep frozen strawberries with sugar which this refrigerating plant is specialized in. Its products are well-known for their high quality among our customers.

In 1972 POLCOOP exported more than four thousand tons of frozen fruit and vegetables. They included strawberries, raspberries, black and red currants, sour cherries, blackberries. Of frozen vegetables we export primarily frozen carrot, cauliflower, cucumber salad, and French beans. Our biggest importers of these products are: the FRG, West Berlin, and Holland. We also export our frozen fruit and vegetables to Norway, Sweden, Switzerland, Austria, Canada and the USA.

There are two factors which have a decisive impact on the success of our frozen fruit and vegetables namely the quality of the raw product (Polish strawberries and raspberries are regarded as one of the most tasteful in the world) and the localization of the refrigerating plants. The latter have been constructed in the neighbourhood of plantations. Owing to the moment of freezing, which takes place as soon as possible after harvesting the fruit and vegetables preserve their natural taste and aroma.

This year we shall export 6.5 tons of frozen fruit and vegetables. We offer our foreign customers greater quantities of such assortments which are in high demand such as, frozen strawberries, raspberries, Brussels sprouts, broccoli, or mixed vegetables. In the years to come our export possibilities of these products will continue to grow, as the result of the construction of three new refrigerating plants which are nearing completion at Maków near Radom, Rydzyń in the district of Leszno Wielkopolskie and in the village of Łąkta Górna in the district of Bochnia. Each of them will be of a 2,000 ton capacity per year and will be ranked the most up-to-date in Poland. Their equipment will include fluidifying tunnels. And the construction of one more refrigerating plant has started this year at Kartuzy. According to our expectations we shall be in a position to export ten tons of different assortments of frozen fruit and vegetables in 1975".

You have also mentioned rabbit meat?

"Yes. Rabbit meat is an important item on our export list and its export is on the increase. Rabbit meat is very highly rated. Due to its biological values and high contents of nutritional components it is recommended by dietetitians. In Poland rabbits are bred on individual farms and by inhabitants of small towns. Bred on natural fodder the meat is very tasteful. There are 22 specially prepared and equipped slaughter houses which prepare rabbit meat for export. The equipment includes special scales "Espera", installations for vacuum packing of rabbits into hostaphane bags, for cut-up rabbits on trays packed in thermo-shrinkable film, for packing in small boxes, etc.

We export now about 6.5 thousand tons of rabbit meat, both fresh and deep frozen, per year. Mostly it is exported to the FRG, Italy, Switzerland, Belgium, Holland, France, Austria and Spain. Recently very favourable conditions for the development of rabbit breeding have been created in Poland. The breeders are paid higher prices for the rabbits and are also provided with higher numbers of parent stock. Results of these moves should also be shortly noticeable in our exports".

You have spoken of many elements which make that the products exported by POLCOOP enjoy high repute on foreign markets. Which of these elements, is, in your opinion, of decisive significance?

"It goes without saying that it is the quality of the products. It leaves no doubt that the high quality of our products has ensured a group of regular buyers representing markets of the highest requirements. This good quality of our products, in turn, results from good raw products, modern equipment of the factories, as well as, old production traditions, and numerous personnel of well-experienced specialists. I do not want to be suspected of empty-wordiness. Let me prove my statement by one very convincing example. And here it is. At the end of 1972 we sent five of our products to the XI World Selection of Preserves in Geneva. All of them were awarded gold medals for their high quality. There were four kinds of syrups (strawberry, raspberry, cherry and black currant) produced by FRUCTONA Food Products Factory at Tarnów and Boneless Pork Shank in tins produced by the Meat and Poultry Products Factory in Bydgoszcz. The decision of the jury was based on the results of chemical and bacteriological, as well as, organoleptic examinations and packing of the products. The medals are the best proof of the the favourable opinions of buyers of our products.

On the basis of the opinions of our foreign customers I can frankly say that a majority of the products exported by POLCOOP are in no way worse or inferior to the ones mentioned above as "medalists".

Interview by Alicja Brandys

The fruit and vegetable industry offers some new items

Nourishing, Tasty and Easy to Make

Z. Gryss

The Polish fruit and vegetable industry has, for the past 25 years now, been supplying the world market with its products. They are well-known, and highly valued by buyers, so that they do not need any special publicity. However, the duty of every producer, who cares about his customers is, to keep them properly informed about his production, and about new products which serve the needs of modern catering.

Consequently, the information we present here – although in a condensed form – will somewhat familiarize our buyers with the new items the Polish fruit and vegetable industry has now available for export. For, while continuing to offer certain traditional and well known fruit and vegetable products, we have considerably expanded our range of export production.

And here is a short review of the new products:

Frozen Brussels Sprouts – of the Jade variety, with compact, close heads. In view of its highly nutritious values and pleasant taste, it is becoming increasingly popular at meals.

Canned Brussels Sprouts – of the same variety as frozen sprouts. Ready to serve after heating, but can also be served cold. Canned in brine, they have the same qualities as fresh cooked sprouts. Canned Brussels sprouts come in 0.5 and 0.9 litre jars or, if specified otherwise. in 1/2 and 1 litre cans. Just as tasty as frozen Brussels sprouts, and equally nourishing. Just the thing for a quick meal.

Kale – frozen and canned – prepared from cut kale leaves of the medium-high, curled green variety. The high vitamin and mineral salts content make it a desirable item in the preparation of meals. Such qualities are responsible for the growing popularity of kale.

Dietetic canned cucumbers – prepared from fresh thermically (not chemically) peeled cucumbers, addition traditionally used condiments added, and with small quantities of table salt, citric and lactic acids. Boiled in 0.5 or 0.9 litre T.O jars (without any preserving. flavouring, or aromatic agents).

Red preserved cabbage and white preserved cabbage – New items, in the form of pasteurized salads. Made of fresh red or white cabbage and fruit concentrate – instead of adding acetic acid. Specially recommended at reducing diet; the very thing in modern catering.

"Pikant" canned cucumbers – made by the same technology as the traditional canned cucumbers. The only difference is that fresh cucumbers are subjected to a short and specially controlled process of lactic fermentation which imparts to the ready products a more original aroma and a more piquant taste (thence their name "Pikant"). This specially recommends them as a side dish to various dishes, and as an appetizer with dry alcoholic drinks.

Preserved vegetable salads – a traditional item of the fruit and vegetable industry. Multi-component salads are made for export, having additions of citric and lactic acid or apple concentrate and spices. Their varieties have been called after the regions they come from: "Bieszczadzka", "Łowicka", "Kujawska", and "Milejowska". The last one is a piquant vegetable and fruit salad.

Sauces – very popular everywhere. Poland has so far exported only Ketchup. But now we are offering three sauces: a Polish sauce, made on the base of plums and tomatoes; a Greek sauce, made from a special composition of vegetables and tomato paste; and a Lituanian sauce, made on the base of carrots with a variety of vegetable and spicy condiments. Each one of these sauces has a different and characteristic taste.

Juices for children – an entirely new assortment. Produced under close medical supervision. Fruits and vegetables come only from special plantations. The juices are: mixed fruit, apples with currants, pears with currants, apricots with apples, apricots with apples and pumpkin, apples with pumpkin, carrots with pumpkin, carrots seasoned with lemon juice, and carrots with apples and apricots.
Packed in small (100 ml.) "orange" glass bottles.

Fruit juices in "ring-pull" cans – in great demand in many countries. There are three kinds of these juices produced in Poland for export: black currants, red currants, and apples with wild rose berries.

Vegetable juices – come in two varieties: 1) vegetable juices, such as e.g., from celeries or sauerkraut; 2) mixed-vegetable juices: cucumbers with tomatoes, tomatoes with celery, tomatoes-red beet-leek and celery (V-4), carrots-celery-parsley-leek-and tomatoes (V-5), and carrots-paprika-celery-persley-leek and tomatoes (V-6), the latter coming in two varieties: mild and piquant. All these juices are very tasty and nourishing, they come in 0.4 litre cans thermically conserved.

Red beet juice concentrate – could be ranged among the previous group. However, in view of its high concentration (a 60% extract) it belongs to the concentrated juices group. Used for making plain juice, the "bortsch" soup, used as additions to other soups. etc., and also used in colouring meat and other foodstuffs.

Vegetable concentrate – produced in the form of granulated powder from dired vegetables which are previously subjected to a special enzymatic processing and is seasoned by adding a certain quantity of mineral salts. One kilogram of this concentrate represents 20 kilograms of fresh soup vegetables making it useful in the modern catering system and also for industrial production of foodstuffs. Can be used in both households and restaurants, and also in the meat industry, in production of meat products and semi-products, of noodles and cereals, food concentrates and a variety of vegetable, and mixed meat and vegetable preserves; in the egg and poultry industry, etc. etc.

Concentrated vegetable and meat-vegetable soups – come in 1/2 and 1/1 cans. Made from a variety of fresh vegetables and other raw materials (depending on the soup variety) such as: a variety of meats, maccaroni and other cereals, vegetable fat, seasonings, cream, and mushrooms.
Concentrated soups do not contain any flavouring hydrolyzates of animal or vegetable origin, or any artificial agents (preserving, flavouring, or colouring). They are thermically conserved and taste actually like excellent home-made soups. Recommended whenever a quick but good meal is to be prepared. One simply have to add hot water to the can content (1:1 proportion). From the great variety of these soups, specially recommended are: asparagus soup, vegetable soup with meat added (called "spring soup"), pea soup with bacon, cucumber soup, "Wielkopolski" bortsch with meat, "Ukraiński" bortsch, cabbage soup with bacon, leek soup. a variety of tomato soups (with maccaroni or rice) bean soup, cereal with bacon, onion soup, mushroom soup with cream.

Meat-and-vegetable preserves – a variety of ready dishes, so popular nowadays in a modern household, enabling the preparation of a good meal in no time at all.
Below are listed new products of the Polish fruit and vegetable industry in this field:

- peas with meat (yellow peas, veal and pork cubes, bacon and sausage, in tomato sauce);
- white beans with bacon in tomato sauce with seasonings;
- "gołąbki" (white cabbage leaves stuffed with minced pork and beaf and cooked rice), frozen or in tomato sauce (comes in 0.5 litre jars);
- meat balls (minced pork with additions of cream of wheat, eggs, and appropriate seasonings);
- home bigos (from various kinds of meat and sausage, white fresh cabbage and sauerkraut, soup vegetables, mushrooms and prunes and spices);
- dietetic Frankfurters from meat and vegetables (veal and beaf, certain vegetables, mild seasoning).

Alcohol distillates – are the basic raw material for the production of brandies and fruit brandies. Obtained by the distillation of raw fruit alcohol and by ageing the so obtained product in special premises. Principally exported are 60–75% ethyl alcohol distillates made from apples, plums, or blended fruits; supplied in cisterns or glass balls or in wood barrels.

While recommending our products we also inform that their exports are handled by the following foreign trade enterprises:

- AGROS, Warszawa, Żurawia 32/34
- ANIMEX, Warszawa, Puławska 14
- POLCOOP, Warszawa, Kopernika 30

PROCESSED FOODSTUFFS

GOLD MEDAL WINNER

Five years ago a Finnish importer of fruit and vegetable preserves in Helsinki invited tenders for delivery of 380,000 bottles of fruit syrup. POLCOOP, Foreign Trade Enterprise, Warszawa, one of the firms interested in this deal, asked the Tarnów FRUCTONA Co-operative Food Processing Works to make appropriate syrup samples.

The Finnish buyer found them beyond any competition. Although many foreign makers presented syrup samples to Finland, only those from Poland were accepted.

Tarnów is situated in the south of Poland, in a microregion where the average annual temperature is the highest in this country, and which has for a long time now taken advantage of the climate, extremely favourable for fruit and vegetable growing. Purchasing of fruit and vegetables in this vast area is organized by horticultural cooperatives on the basis of contract agreements with FRUCTONA for delivery of highest quality raw materials.

FRUCTONA has been exporting its products for many years now, among others to Great Britain and the Federal Republic of Germany. Delicious canned cucumbers, and also excellent bilberry compotes which preserve the most valuable properties of those wood berries are particularly popular with importers. In the opinion of distinguished scientists they contain substances abolishing the harmful effects of industrial fumes in the human body. Moreover, fresh and processed bilberries are good for the eyes, preventing many eye diseases.

FRUCTONA fruit and vegetable preserves are popular in many countries. In Finland – fruit syrups have stolen the show. At the special wish of buyers syrups are exported in bottles similar in shape to those of the Polish JARZĘBIAK Rowan Vodka, popular in that country. FRUCTONA offered its products also to companies in the United States, Canada, Great Britain and Belgium and, complying with wishes of the new buyers, it uses for its syrups bottles and labels of the type suggested by them.

Syrups are at present exported in 0.5 l. and 0.375 l. bottles of several different shapes, and with various types of caps.

We enter FRUCTONA's spick-and-span production halls. Thanks to perfect production technology, efficient organization of work, and devotion of the staff, the supplied fruit is immediately taken to presses. The modern "hot-pressing" method is applied here (after pre-heating of the raw material) thus adequately eliminating enzymes harmful for the aroma, and helping to preserve the natural colour of the fruit juice. Among others, this accounts for the original and natural colour and aroma of FRUCTONA-made musts and syrups. Fruit pressing is performed under close supervision of quality control personnel; the same applies to the acceptance of raw material for processing, and the subsequent centrifugation, filtration, and pasteurization of the product; the latter is done at a temperature of up to 8 in flow-pasteurizers imported from western Europe. The exce pasteurized musts, automatically bottled in huge glass ballo are next stored in appropriate temperatures. They are the basic pro for making syrups, throughout the year.

Musts are also exported and are purchased by importers in G Britain, the Federal Republic of Germany, Filnland, and Belgium. *"We never had any complaints as to their quality"* – remarked W sław Koziol, M.Sc., Chairman of the Tarnów Co-operative to wh FRUCTONA belongs. – *"Last year we shipped abroad numer lots of musts and a million bottles of cherry, raspberry, strawb and black currant syrups."*

The establishment employs a staff of several hundred and it is plan to increase production by 50% within a short time to meet the gro ing number of orders. The next two production units now under c struction, erected from pre-fabricated glass and aluminium eleme are intended for export production, and new imported juice centrifu are being installed in existing premises for the same purpose. T local laboratory has likewise been expanded. The chief of this lab ratory is Maria Wrona, M.Sc., a graduate of the Department of Mic biology at the Kraków University. She supervises a staff of laborat assistants trained in fruit processing. The FRUCTONA laborat makes several score tests a day to check the required sterility of tec nological processes, control the acidity level, and the content valuable nutrients and aromatic substances.

The production process of syrups from pasteurized musts is fu automated. The must, delivered in balloons from the storehouse, gradually filtered and, after purification from natural sediments, fin its way to evaporators and boiling pots where sugar is added to satu tion. FRUCTONA specializes in the production of syrups with a hi sugar content (68%) although at the request of POLCOOP buyers can also make syrups with a lower content. From the boiling pots t syrup goes to containers where it undergoes a natural process decantation by means of which the qualities of the product are fixe In the meantime packings are prepared. Empty bottles are automa cally conveyed from the washing unit under infra-red radiation whi dries and sterilizes them. The next automatic unit, namely the dosin machines, fills them with syrup. This process is performed under th control of specialists thereby guaranteeing an excellent quality of th product. To obtain a quality certificate prior to shipment abroad, th syrup is checked once again by inspectors from the state quali supervision agency – the Quality Inspection Office.

At the World Selection Exhibition (11-eme Selection Mondiale de Conserverie) held in Geneva last year, Polish syrups and oth FRUCTONA products were recognized as the best. Jury membe award points separately for results of chemical analysis and organo leptic examinations of the submitted products, and separately classif the packing and label standard. Gold Medals require unanimity of th jury, and only such items can be awarded which received the highes number of points from each jury member. Thus, a Gold Medal of th Geneva Exhibition is an excellent recommendation, and attracts th interest of top-ranking firms to the products that has received one.

POLCOOP presented black currant, cherry, raspberry, and strawberr syrups produced by FRUCTONA at the Geneva Exhibition. Each on of them was awarded the Gold Medal!

DEEP FROZEN PRODUCTS

Deep-frozen Strawberries from Poland

For the past fifteen years Polish deep-frozen strawberries have been well-known in Western Europe and North America, as well as in some Asiatic countries where they are sold in retail and used by the fruit processing industry for manufacturing jams, fruit in syrup and other products. They are also applied as a valuable addition to ice cream and fruit yogurts. Among specialists abroad an opinion prevails that Polish deep-frozen strawberries exceed in quality strawberries of any other origin.

Many ask: why is it that Polish strawberries are of such an excellent quality? Many reasons are mentioned but none of them gives a full answer to this question. The fact that there are no large strawberry plantations in Poland, and that strawberries are cultivated by small farmers is certainly of great importance. It is evident that a market gardener who cultivates strawberries on an area of one or half a hectare, or even on a smaller one, is able to take special care of his field. Not only are there old traditions of the market gardening in Poland but also a liking for this job. Many operations are performed by hand, and everybody knows that in some tasks no machine works as precisely as the human hand. As, for example, the removal of stems from strawberries before their delivery to the freezing plants. Moreover, artificial fertilizers are used in Poland to a very small extent, and chemical insecticides and pesticides are as good as unknown. All the above mentioned facts are certainly of importance, but they do not explain why the taste and flavour are much richer in Polish strawberries than in the same fruit coming from those countries which have much more sun and milder climate. Some experts are of the opinion that since the climate in Poland is cooler, causing therefore the vegetation period to be longer, that the strawberries have more time to develop their taste and flavour values.

Perhaps it can be explained analogically by the fact that the best wines do not come from the southern part of the Mediterranean area, but from countries situated much more to the North, and sometimes even from regions which are situated in the very northern border of the vine growing area.

Sometimes it is necessary to deal with deep-seated opinions and prejudices in this respect. For a long time it was believed that the North-East regions of Poland (e.g. the region of Białystok) have not the natural conditions required for the strawberry cultivation, where indeed the climate is harder than in other parts of Poland. However, in 1961, at the suggestion of the Cool Store in Białystok, experiments with the cultivation of strawberries were begun in this region, and the results have exceeded all expectations, that nowadays the region of Białystok is one of the most important strawberry growing areas.

Deep-frozen strawberries are produced by 35 plants situated in all parts of Poland. Most of them are modern enterprises with very up-to-date production facilities. Fresh strawberries are supplied to the freezing plants on contract with the market gardeners from the neighbourhood. Such contracts are concluded for a given area in such a way that the minimal price is fixed which must be received by the grower even when the crop is abundant. Moreover, the grower receives from the freezing plant seedlings and technical equipment. Every freezing plant has a team of agricultural instructors at its disposal, and their help as well as their professional advices are of a great value for the strawberry growers. Very important for the quality of deep-frozen strawberries is the fact that strawberries grow in the neighbourhood of freezing plants, so that there is no long transport period which is to harmful to this sensitive raw material. The freezing plants take ... berry varieties. Even though nowadays the dominating variety is "Favuorite", attempts are continuously being made to introduce other varieties as well, mainly early and late ones, that would allow a prolongation of the crop period. In this respect the freezing plants co-operate with scientific institutes.

The production technology of deep-frozen strawberries in Poland is on a very high level. Almost exclusively the flow-freezing process is used in which a stream of cold air at a temperature of minus 40°C is directed on strawberries from below, so that freezing takes place in the moment when the strawberries are lifted up by the stream of cold air. The advantage of this process is a much shorter freezing time, as compared with the conventional methods, as well as the fact that the strawberries are almost never stuck together and have a better consistence after defrosting.

Three grades of deep-frozen strawberries are, in principle, exported from Poland:

– the grade "Extra" destined mostly for retail sale in small packages. They are calibrated, as follows: 15–25 mm, 25–35 mm, and over 35 mm.

– first class, destined for the processing industry. Its difference in comparison with the grade "Extra" is that fruits with slight mechanical damages are allowed and tolerances are greater as regards other botanical varieties, strawberries stuck together up to five fruits, and organic impurities.

– strawberries with sugar, also used by the processing industry mostly in jam production. The sugar contents is 20 percent. In other words, four parts strawberries are mixed with one part sugar. Many our customers, above all in the USA and Canada, are of the opinion that the addition of sugar is very advantageous as regards the maintenance of flavour in strawberries.

Strawberries of the "Extra" grade are delivered in retail packing, i.e. in small cartons or polyethylene bags, and also in cartons of 15 kg net. Strawberries of the first class are supplied, as a rule, in 15 kg cartons, and those with sugar in tins of 30 lb (about 13.5 kg) net.

In addition, rather small quantities of strawberries of the second class are exported. They are used in production of fruit jams of inferior quality. As packing material, mostly paper bags are used.

The transport of deep-frozen strawberries takes place in mechanically cooled lorries at a temperature not higher than minus 18°C or in railway cool trucks to which, in relation to the outside temperature, a quantity from 1500 to 2500 kg dry ice (solid carbon dioxide) is added. The latter way of transport is less expensive and is satifactory even at distances over 1000 km. To the overseas markets deep-frozen strawberries are shipped in refrigerated hatches. Most vessels have now such equipment.

All food products exported from Poland are subject to state quality control which is carried out by the Quality Inspection Office (CIS). State quality control is on a very high professional level and our customers abroad have full trust in it.

Strawberries in the fresh state are naturally available only during a rather short period of the year. In other periods the consumers have to choose between processed strawberries in tins or jars and deep-frozen strawberries. In a similar way, the fruit preserving industry can base its production only to a limited extent on fresh strawberries, as the season is rather short. For jams and other products manufactured before or after the crop period the fruit preserving industry must make a choice among strawberries preserved by chemical agents (mostly sulfur dioxide) or strawberries preserved in a thermic way, i.e. packed in tins and pasteurized, or the deep-frozen ones. Both for direct consumption and for industrial purposes deep-frozen strawberries are far the best, as their quality does not differ practically from the quality of fresh fruit. Deep-freezing, as a process of preservation, presents big advantages in comparison with other methods, because all natural characteristics of strawberries are fully maintained. For this reason, deep-frozen strawberries are more and more popular in all parts of the world in the retail trade and in supplying the fruit processing industry. The general trend in our branch of business consists in a continuous development of the production of deep-frozen strawberries and other fruits. Poland will surely keep pace with this development and maintain its leading position in deep-frozen strawberries.

THEY NEVER LOSE FLAVOUR OR VITAMINS

Henryk Cieślak, the production manager speaks about fruit and vegetable freezing factory

Polish frozen fruit and vegetables which are highly appreciated in many countries, are delivered to customers in a bigger variety each year. One of the exporters in this branch is the Foreign Trade Enterprise POLCOOP. Being closely connected with a big agricultural enterprise of the Central Agricultural Union of "Samopomoc Chłopska" Co-operatives (Peasants Self-Aid) which associates local co-operatives running their own regional freezing factories, POLCOOP can adequately stimulate the rate as well as shape the production profile of the frozen foodstuffs.

One of POLCOOP's modern freezing factories producing entirely for export purpose is at Sochaczew. It is equipped with the latest home-made and foreign machines and can produce 2,000 tons of frozen foodstuffs a year. After the expected extension it will produce up to 3,000 tons.

Henryk Cieślak, the production manager of the factory who has worked in frozen food branch for 20 years now, a graduate of the Technical College of Fruit and Vegetable processing:

– "I would like to reassure our clients, among them those of the firms from USA Canada, FRG and GDR, France, G. Britain, Sweden, Denmark, Holland and Switzerland that every season the top quality of frozen food is our goal. We secure high quality of the product during three stages: First of all, our cooperative freezing factory concludes long term agreements with neighbouring farmers specializing in growing vegetables and fruit. Thus they have to deliver raw products of a definite quality, quantity and weight and at a definite time. The factory guarantees the farmers not only the supervision and instruction but also suitable seeds, nursery material i.e. seedlings and imported plant protection agents. Polish phytosanitary service prohibites the use of nitro-compound drugs, therefore to protect plantation we use products well known in our customers countries: "Benlight" from USA, Topsin from Japan and Silit from Federal Republic of Germany. The supervision by our factory stuff over the application of these products as well as fertilizers in strictly limited doses, protects our raw material against excessive use of chemicals. We insist on fertilizing the soil mainly with cow dung. We supervise and advise on the necessity of cultivation by natural methods which secure excellent taste, nutritive value and lovely natural appearance to fruits and vegetables

It is the concern of our factory instructors to see to it that our factory receives the ripe product. Strawberries meant for direct sale should be picked not quite ripe as they are getting mellow during the transport to shops. Whereas the strawberries meant for freezing should be picked absolutely ripe, at a right moment when they are the most tasty and have the highest nutritive value. It also applies to other fruit varieties and vegetables. They are taken over in the factory by a team of specialists who are responsible for the high quality of the raw ma-

The second stage of securing high quality of frozen food is the speed at which fruit and vegetables are prepared for freezing. The produce picked during the day on the plantations is transported to the factory at night to be cleaned, washed and frozen within the next few hours. The complete production process, from picking the raw material to storing frozen food takes only 24 hours and therefore fruits do not lose the vitamins and other valuable properties.

Among the installations of our factory which are worth mentioning is the latest fluidization tunnel with a freezing capacity of 2 tons per hour. The designers of that machine were given a special prize. It turned out to be a great success. Certain vegetables which require varied freezing time are directed to two wagon tunnels where they are frozen on strainers with the temperature adequately regulated. For instance the cucumber salad is frozen within 4 hours whereas cauliflowers take 8 hours.

The freezing factory at Sochaczew specializes in strawberries with sugar. A special automatic production line imported here to execute orders from USA and Canadian customers produces that kind of frozen strawberries. Some equipment of the line e.g. the sorting machines made by A.B. Mc Lauglan, Salem, Oregon (USA), are also used after the strawberry season is over to process Brussels sprout. I should mention here that thanks to POLCOOP Foreign Trade Enterprise we were able to import from Japan a sought-after variety named "Jade". In the third stage of the production directly before dispatching abroad the frozen fruit and vegetables taken from the cooling stores are submitted to a speedy quality selection on automatic machines according to class and other requirements of the customers. Before dispatch, along with the technical check taking place at each production stage starting with receiving of raw material at the factory gate up to sorting the frozen food, the products are always additionally evaluated and classified by the staff of the Quality Inspection Office (CIS), a government body for quality check.

The ready products are sent from our factory in refrigerated wagons or container-type refrigerated lorries to POLCOOP's trade partners abroad. We supply assorted vegetable of many varieties and cucumber salad in poliethylene bags of 0.5 kg, cut carrot, Brussels sprout and broccoli in bags of 2.5 kg, strawberries and raspberries in poliuthylene bags of 15 kg, black and red currents, cherries, blueberries – in bags holding 18 kg

Bags with frozen food are transported according to customer's wish either in cardboard boxes of 38×38 cm holding 12–18 kg or in paper bags of five layers holding 25 kg. This way of packing has proved best during transport. Last year we supplied our clients with about 200 railway refrigerated wagons of frozen food, not to mention lorries.

Our highly qualified staff keeps on expanding the cooperation with farmers. Our trade relations with POLCOOP are very good indeed and the latter is always prompt to inform us of the clients' wishes. We highly appreciate their opinion of our frozen food. It encourages us to furher improve our production"

J.T.

AGROS

POLISH VODKA

EXPORTER'S CATALOGUE

LUXURY VODKA 45°

A delicious Polish clear vodka made from carefully and repeatedly distilled potato spirit and refined by special technological processes.

LUXURY VODKA belongs to the best Polish clear vodkas; it is crystal-clear, absolutely colourless.

It has a mild, slightly sweet flavour and a specific weak aroma of pure diluted alcohol.
It tastes best after cooling, or served with an ice cube. Often used as a principal component for cocktails, or for other mixed hard drinks.
The top quality of LUXURY VODKA makes it extremely popular with consumers.

TATRA VODKA 45°

A typically Polish regional dry table vodka made from herbs growing in the Tatra Mountains. Polish highlanders have been making it for years.
Among the numerous herbs used for the concoction of this vodka, the principal one is angelica (Radix archangelica) clearly felt in the aroma and flavour of TATRA VODKA. Produced on an industrial scale, it has a wonderfully blended herb aroma, an excellent specific flavour, and a fine natural greenish colour.
Taken with meals, TATRA VODKA stimulates appetite and, in certain instances, is even recommended by doctors as having a curative effect.
Tastes best when served cooled.

SPECIAL RYE VODKA 45°

SPECIAL RYE VODKA is a dry Polish grain vodka made from top-quality distilled rye spirit derived from the best of grain.
SPECIAL RYE VODKA contains a small addition of aromatic fruit components, carefully chosen as to quantity and kind.

It contains 45° of pure alcohol, thus it is stronger than the 40° EXTRA RYE VODKA of the same kind.
SPECIAL RYE VODKA is a top-grade dry vodka with subtle aroma and flavour characteristic of rye spirits.
Its colour is a very pale yellow; it is crystal clear

KRUPNIK – OLD POLISH HONEY LIQUEUR 40°

An originally, specifically Polish spicy honey liqueur made with several carefully blended kinds of honey from natural forest bees, with spicy herb flavouring added for more aroma.
Proper dosing of these components gives this liqueur its light-brown colour and is responsible for its flavour.
The KRUPNIK Liqueur has been made in Poland for several centuries now. The delicious Polish KRUPNIK, made according to very old recipes transmitted from father to son is the only liqueur that can also be served hot – in this instance either in glasses, or in tiny earthenware cups.
It is a favourite with Polish hunters in the winter hunting season, as a couple of drinks makes one feel comfortably warm.

KRAKUS VODKA 40°

One of the best Polish clear vodkas made from rye alcohol distilled from the best rye varieties.
The spirit is distilled twice prior to production, and the thus obtained vodka is subjected to special refining processes due to which it is by far milder than other alcoholic drinks.
It is crystal clear and colourless, has a natural slightly sweet flavour, with no sugar added.

KRAKUS VODKA can be served cooled or with an ice cube; it can also be used as a principal component for cocktail mixing.

KRAKUS VODKA enjoys high favour with conoisseurs all over the world. It goes with fish and meat courses.

GOLDWASSER 40°

Excellent typical Polish liqueur with spicy herb flavour, made from distilled top-grade alcohol with the addition of a blend of a dozen-or-so aromatic oils and herb infusions.
Made according to a Gdańsk recipe more than four hundred years old.
The GOLDWASSER Liqueur has been famous for its quality throughout Europe for a long time now and continues to find favour with numerous consumers.

It is a strongly aromatic luxury Liqueur with thin genuine gold foil floating and glittering in every bottle.

The name GOLDWASSER – meaning "Golden Water" is derived from its pale golden colour and the gold foil.

It is one of the best Polish liqueurs.

Usually served with dessert, or with coffee and pastry.

CHERRY CORDIAL 40°

A semi-sweet vodka made from cherry juice and infusion. A specially aromatic kind of cherry is chosen for it, carefully sorted prior to production. This is the reason why this vodka has such a deep red colour, fine aroma and tastes like fresh cherries
It is extremely popular with cherry brandy conoisseurs; thanks to its special aromatic blend it is ranged on the world markets among the best known and highly valued alcoholic beverages.
CHERRY CORDIAL is less sweet than the other Polish cherry vodkas, making it the very thing for cocktails.

All that is delicious and healthy

In all the world the rise in bulk and variety of foodstuffs became an economic and social necessity and the rule of development. Thus the increase of the international turnover in this field is a natural phenomenon. Poland – amond other countries – also takes her part in the international division of labour.

Poland's foodstuffs export amounts to ca 1 per cent of the world imports and shows the tendencies of further considerable increase. The import of food industry products and agricultural goods is estimated at 1.60 per cent of the world export.

AGROS National Foreign Trade Enterprise is one of the leading ones in Poland's foreign trade as regards the foodstuffs and agricultural line. At present its participation in the total import and export of these products within Poland's turnover with abroad amounts to ca 17 per cent. AGROS deals with over 100 countries of all continents. It employs its commercial representatives in 33 countries. Due to further extension and activation of the turnover, the idea of founding joint-companies on numerous markets is realized.

AGROS is known as an exporter of tobacco, forest fruits and mushrooms, fruit and vegetable preserves, frozen food, spirits, beer, fruit wine, chocolate products as well as a big importer of such goods as: tobacco, cocoa beans, coffee, tea, spices, oranges, lemons and other fruits, fruit and vegetable preserves, spirits and soft drinks and sweets.

The import of foodstuffs and agricultural products from the developed and developing countries gains an ever bigger importance in Poland due to the new policy of providing the home consumers with bigger and richer assortments of goods. AGROS is one of the leading Poland's importers of food and agricultural products. In 1972 it bought a considerable amount of fruits, cocoa beans. Poland places 9th in the world import of the latter. Also a big quantity of wine (in barrels and bottled), coffee, fruit and vegetable preserves, dried vegetables and spices were imported. The licenced production of Coca-Cola and Pepsi-Cola was started.

Meeting the increasing import demand of Poland's economy is connected with the rise of exports especially in the line of very attractive foodstuffs. They represent an ever higher quality due to the modernization and specialization of the producers giving a technological level to meet the requirements of the foreign consumers.

According to the total turnover figures, the AGROS turnover in 1972 was higher than that planned for the period up to 1974. It means that AGROS is two years ahead of the five-year plan and the obtained increase in turnover gives an opportunity to reach the level envisaged for the five years period within three years. It also means that in 1974 the chance to join the "club" of those Polish foreign trade enterprises which exceeded the 300m dol., level in yearly turnover, is quite real.

AGROS has participated in numerous international trade events for many years. In 1972 it had its presentations at International Fairs in Poznań, Leipzig, Mińsk, Tallin, Padua, Gothenburg Saarmesse, Munich, Cologne, Brussels, Vienna as well as within so-called "Polish Days" in Copenhagen and Malmö. At most of these events AGROS had its sales stand with sampling as a form of trade promotion. Tastings are organized in the CMEA, EEC, EFTA countries as well as on other markets.

On the occassion of the International Symposium of Barmen, which was held in Stockholm, competitions in mixing cocktails based on "WÓDKA WYBOROWA" were organized in some countries with the help from

tasted in Stockholm where the jury picked the three best ones. The first place was granted to a cocktail from Finland and its inventor was offered a week stay in Poland for the prize. Polish spirits are well known and highly appreciated abroad. Apart from Wódka Wyborowa known the world over, AGROS exports a wide range of **clear vodkas** to name but: Spirits, Luxury Vodka, Krakus Vodka; **Flavoured Vodkas:** Extra Żytnia, Bison Brand Vodka, Soplica (Dry Brandy Vodka), Jarzębiak (Rowan Vodka), Sloe Gin; **Matured Old Vodkas and Brandies:** Starka (Very Old Vodka), Polish Brandy, Plum Brandy, Passover Plum Brandy and **Dry Cordials, sweet vodkas, semi-dry vodkas** and **liquers** of various exquisite taste shades and excellent flavour. Awards and medals from abroad prove the high quality of Polish spirits. AGROS exports Polish vodkas to 72 countries throughout the world.

Beer is exported by AGROS to 20 countries. Among the most sought-after brands are: **Żywiec Beer** (full light, Pilzner-type), **Żywiec Porter** (strong, pasterized dark beer), **Okocim Beer** (full light, Pilzner-type), **Wrocławskie Beer** (Superior Dark Beer), special light **Grodziskie Beer** and others delivered by breweries within 3 weeks from filling the order. Among the importers of Polish beer are many European countries, and USA.

Numerous European and overseas markets are also provided by AGROS with fruit wines such as: **"Ryczerskie"** Cherry Wine, **"Klasztorne"** Herbs Wine – sweet and similar to Italian Vermouths, **Strawberry** Wine, **"Janczar"** Red Currant dessert wine, **"Zbójnickie"** Gooseberry wine of honey taste and golden colour, **"Złoty Róg"** Bilberry Wine, **"Beskid"** Blackberry Wine, **"Zamkowe"** Apple Wine and others. These traditional Old Polish beverages are so delicious thanks to natural fruit aroma. They are bottled into special fancy bottles. Mead, with symbolic Polish names: **Wawel, Nadwiślański, Staro-Polski, Millenium,** takes a very special position in export of beverages. Their taste and flavour is typical for honey enriched with the smell of the fruit musts. The mead is bottled in folk-styled demijohns

boxes and sent by air, sea or by land to the clients in Europe, USA, Japan and Australia.

AGROS is a well known supplier of **ethyl alcohol.** It is very important for the economy of the countries, being used in chemistry, food industry, pharmacy and cosmetics industry as well as in transport. It is also used in the production of beverages. Among this produce there are: Polish rectified ethyl alcohol made of potatoes, corn or molasses and double-rectified extra brand. Raw spirit of the quality required on international markets is also exported.

A great attention is paid to promotion of production and export of tobacco. 60 p.c. of the crop of **Flue Cured Virginia** (the bright tobacco) raised from American seeds naturalized in Poland is exported. Dark tobacco for inst. **Havana Air Cured** raised from seeds of German Zigarrentabak, **Air Cured Skroniowski** raised from seeds of French tobacco, **Fire Cured Kentucky** – from American tobacco and **Air Cured Puławski** – a cross-breed of Kentucky and Szamoszaty are all very popular on the markets abroad. The main importers are European and some overseas countries.

Poland's industry processes big quantities of cocoa beans to secure an ever better production of chocolate and sweets for home and foreign markets. **Chocolate** and chocolate products such as chocolate creams, **chocolate coated fruits and bonbons, flour confectionery, oriental-type confectionery** as well as other kinds of confecionery such as: **hard boiled sweets, liquor bonbons, fruit filled bonbons, milk bonbons** and many others are exported to numerous countries of Europe, Near East, Africa, USA, Canada. The demand for them goes up, which is followed by intensification of chocolate and confectionery manufacture and specialization in the most attractive assortments. A powerful potential of the confectionery industry made up of several dozens of factories and works supplied by AGROS with cocoa beans (and which also exports their production) keeps on adapting to the fluctuating demands of foreign markets and realizing all their orders. Fruit and vegetable preserves as well as forest fruit and mushroom products are among the most important ex-

of agricultural production is secured by a considerably bigger investments fund and the deliveries of means of transport which issues in further growth of export goods.

For 1973 Poland's industry envisages further modernization of works producing fruit and vegetable preserves. The fastest growth will be recorded in frozen foodstuffs line.

AGROS exports fruit preserves in a big variety. They are **fruits in syrup:** pears, cherries, gooseberries, blueberries, greengages, strawberries, plums, raspberries, black currants; **solid pack fruits; jams, plum marmalade; cranberries for meat; syrups; fruit pulp; fruit in juices.** All these products are sought-after on numerous foreign markets.

It is the same case with **vegetable preserves.** Pickled dill cucumbers, cucumbers in brine, green peas, stringless beans – whole and cut ones, carrots, spinach, asparagus, gherkins, baby beetroots and pickled onions are highly appreciated.

As regards **forest fruits** this export permanently shows high growth rate limited only by occasional bad weather. The importance of that produce is steadily growing due to its irreplaceable nutritive and therapeutic values. Both fresh and deep-frozen fruits are an indispensable element of the diet in a modern family in highly developed countries. It is widely known that for inst. black currants are an excellent cure for gout, strawberries – for rheumatism, blackberries – for angina, inflamation of throat and pneumonia. In West European countries the blueberries are very much sought-after as a cure for the night blindness.

AGROS is also an exporter of **pharmaceutical raw material based on forest fruits.** In the seventies AGROS will maintain exports of various kinds of **mushrooms,** both fresh and dried as well as processed ones.

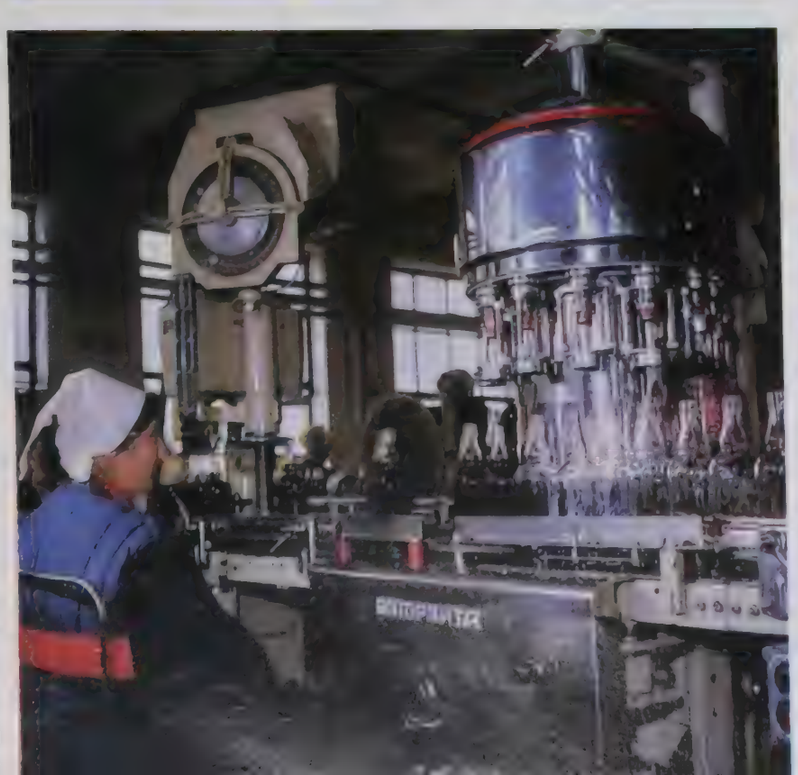
A wide and delicious offer presented by AGROS is at the disposal of our present and future customers.

We wish them good health, good appetite and successes in business.

Nicola Sandulević

SPECIALISTS OF THE POZNAŃ DISTILLERIES OF THE SPIRITS IND

GUARANTEE GOOD PRODUCTION



Traditions of vodka production in Poznań go back to the end of the 16th century.

At first vodka was distilled in small quantities which met only the needs of the town's inhabitants, but the city fathers, caring for the prosperity of the town, considerably developed this production and already in the 18th century Poznań was an important exporter of vodka.

In Poznań vodka – especially pure vodka – was distilled from corn, but later, in the 18th century, liqueurs and strong meads were also made there. Before World War II the State Distillery as well as many small private ones distilled pure, dry and sweet flavoured vodkas. They were sold in large quantities abroad. The annual Poznań International Fair favoured commercial contacts in this line.

During World War II many of the distilleries and rectification plants in Poznań were almost completely destroyed. However, as soon as the war ended, some of their pre-war crew started to rebuild the devastated plants and to safeguard the equipment and raw materials.

In 1945 the spirits industry was nationalized and an enterprise named Poznańskie Zakłady Przemysłu Spirytusowego (Poznań Distilleries of the Spirits Industry) was established. At the same time when vodka was set in motion new and more efficient production methods were elaborated and introduced. These improvements concerned primarily semi-finished products for the production of flavoured vodkas. Gradually the cadre of specialists was increased making it possible to expand production, to diversify the assortment of vodkas, and to improve their quality, while the production technology of pure vodkas and the production of rectified spirits distilled from corn and potatoes were changed as well. Also more attractive packings were seen to, like changing the design of bottles, the corking system, and the composition of labels.

Many alterations in the technology of production were introduced on the basis of research carried out in the scientific-research laboratories of the distillery and in centres of the Fermentation Industry Institute.

The experience of the crew, vodka in Poznań and the rapid modernization of the production processes have been highly assessed. In 1947 the distilleries in Poznań were the first to be entrusted with the production and shipment abroad of alcoholic drinks.

The high quality of products and the constant improvement in the line of packings have promoted a rapid development of exports. Commercial contacts, taken up through the intermediary of AGROS Foreign Trade Enterprise of Warszawa, – not only at the Poznań International Fair – have made possible the sales of vodkas and liqueurs to more than 80 countries of all the continents.

The constant expansion of exports to ever new countries is based on a well developed marketing carried on by AGROS, permanent improvement of packings, and a quick and prompt execution of orders.

Next to the scientific-and-research work, carried on jointly with scientific institutes the expansion of distilleries and the installation in them of automatic devices of the latest technical designs is also a guarantee of constant progress.

A confirmation of the high assessment of the products of the Poznań Distilleries of the Spirits Industry is the obtainment at world exhibitions of: 29 medals (13 gold and 16 silver) and 5 special awards among which for Wódka Wyborowa: a cup at the Salon d'Alimentation in Brussels, the statue – Emblème International du Goût et de la Saveur – in Paris, the Golden Hercules – Ercole d'oro – in Rome.

The personel and products of the Distilleries in Poznań have been awarded a number of collective and individual international prizes and state and organizational decorations. They earned them because the workers of the Distilleries are high-class specialists.

Further expansion and modernization of the enterprise, the development of its own research and scientific background, the constant advancement of the professional skill of the workers are a guarantee that the aims set in the accepted programme for the development of the Poznań Distilleries of the Spirits Industry will be fully realized.

The expansion of the distilleries and the installation in them of fully automated equipment is a guarantee of constant progress.

Up-to-date production methods and professional staffs permit a systematical widening and diversification in the production of vodka.

Many changes in the production technology have been introduced on the basis of research carried on by the distilleries' scientific-and-research laboratories.

High quality of products and attractive packing have contributed to the rapid development of exports of Polish vodkas to many markets the world over.

ANIMEX OFFERS

the goods specified below, known abroad for their high quality and variety. They are exported to 42 countries all over the world. Their principal buyers are: Italy, Great Britain, the United States, the Federal Republic of Germany, France, Austria, Switzerland, Spain, West Berlin and Sweden.

Livestock

Sport-riding-remount-draught horses.
Breeding animals: horses, cattle, pigs, sheep.
Slaughter animals: cattle, calves, hogs, sheep, horses, foals.

Meat

Frozen and chilled meat: beef, veal, pork.
Animal by-products: offals for consumption, glands for pharmaceutical purposes, horn products and gelatine.

Meat products

Bacon and bacon cuts.
Canned ham.
Canned meat.
Ready-made dishes: frozen and hermetically sealed.
Dry and semi-dry sausages.

Game, fowls and game products

Live game and fowl: hares, roe-deer, wild boar, partridges and pheasants.
Frozen game: hares, deer, roe-deer, wild boar, wild ducks, partridges and pheasants.
Canned game.
Fur animals.
Exotic animals for Zoo.

Poultry and poultry products

Frozen poultry: geese, ducks, turkeys and chickens.
Canned poultry: whole chicken in broth, half chicken in jelly, chicken meat-pressed and sectioned.

Down and bedding feathers

Bedding feathers.
Industrial feathers.
Fancy feathers.

Eggs and egg products

Fresh shell eggs.
Frozen egg products: frozen whole eggs, frozen egg yolk, frozen egg white.
Powdered egg products: whole egg, egg yolk, egg white.
Crystallized albumin.

Dairy products

Full cream milk powder, skimmed milk powder, condensed milk.
Butter: salted and unsalted.
Hard cheeses: Tilsit, Cheddar, Gouda, and Edam.
Casein.

POLSKA
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RABBIT CARCASSES FROM POLAND EXPORTED TO NINE EUROPEAN COUNTRIES AND THE USA

Not far from Poznań, the town the annual international fair, there is a small town, Tarnowo Podgórne. For many years, the population of this town has been specializing in pork butcher's business, maintaining good traditions of this craft. The former pork-butcher's shop has been rebuilt into the rabbits' slaughter house equipped with modern installations ensuring the highest degree of hygiene during the process of meat production.

The rabbits are preliminarily selected when being purchased from the breeders. Next, they are transported to the slaughter house in special trucks equipped with coops. Here they are put into special accomodations where they are kept at least ten hours to rest and calm down after the transportation. The specialists know that fatigue would have a detrimental effect on the quality of the rabbit meat. And this should be prevented. Immediately before transferring the rabbits to the slaughter house, the rabbits undergo final examination by veterinary surgeons The slaughtering begins at daybreak. The rabbits shocked with electricity, drained of blood and skinned are washed in water and passed on to the next section of the production line. Here, the rabbits legs are cut off and again the rabbits continue to the next section for further processing. It is obvious that all the stages of processing ensure the highest degree of hygiene.

Rabbits are eviscerated under supervision of the veterinary surgeon who carefully examines all the entrails and meat of each rabbit. Sound carcasses of the rabbits are next dried and cooled down at the temperature of 2 °C above zero. Afterwards, the rabbit carcasses are packed according to the importer's instructions.

The rabbit slaughter house at Tarnowo Podgórne is specialized in the preparation of frozen and freshly cooled down rabbit carcasses. At the demand of the buyer the rabbit carcasses can be cut-up, placed on trays and wrapped in thermo- shrinkable film.

Cut-up rabbits are sought after by importers because they are in high demand by housewives. The rabbits are cut up into portions at a very high rate. Special poly-clip devices, imported from western Europe, rapidly remove the air, tighten hostaphan and seal the trays and the cry-ovac devices weld the thermo-shrinkable film and tighten it. Next, the rabbit carcasses are frozen by the tunnel system ensuring the high quality and other values of the meat, such as, natural taste and colour. It is certain that all buyers will be satisfied with this meat.

An outstanding specialist, pork-butcher by profession, who is the manager of the slaughter house at Tarnowo Podgórne, Mr Antoni Zieleniewicz, says:

"Gourmets know well that 2–3 hours after defrosting, the meat of Polish rabbits tastes like the meat of a turkey. For this reason it is recommended for preparing nourishing broth. The meat is tender, delicate, very tasteful. It can be prepared in different ways: as ragout, with lemon sauce poulette, with cream, fried as poultry, roasted or boiled in soups richly seasoned with various vegetables and condiments".

The slaughter house at Tarnowo Podgórne delivers rabbit meat to numerous buyers abroad. Its output steadily increases. While in 1971 it slaughtered 392,000 rabbits, the number reached nearly 443,000 rabbits in 1972

The rabbit cooled meat is delivered to Swiss importers (67,000 rabbits a year), rabbit carcasses packed in polyethylene bags are exported to Italy (92,000 rabbits), Belgium, Holland and Switzerland, and those packed in hostaphan, on trays are chiefly exported to the Federal Republic of Germany (178,000 rabbits).

The slaughter house at Tarnowo Podgórne operates under the patronage of the Central Agricultural Union of the "Peasant Self-Aid" Co-operatives which has its own co-operative foreign trade enterprise POLCOOP – well-known to foreign buyers as an exporter of various food products and among other things specialized in exports of rabbit carcasses.

Deliveries (in refrigerator wagons of min. 12–14 tons capacity) continue the whole year round, and, for this reason, the slaughter house of Tarnów Podgórny and the twin enterprises of the same sort operate for almost twelve months a year.

POLCOOP contributes to the development of these slaughter houses. Shortly the Tarnowo Podgórne slaughter house will receive a new chill cooler three times as large as the present one and a new automatic line will be installed in the packing department there.

Taking advantage of the experience of the select number of specialists, particularly of the production manager of the processing plant, Mr. Mieczysław Kurczewski, the local population steadily increases the breeding of rabbits, fully meeting the requirements of the slaughter house.

Special institutions secure proper raw-material to the slaughter house, providing individual breeders with parentstocks of priced crossbreeds of rabbits. Highly valued breeding material and the natural methods of breeding throughout Poland, particularly natural fodder, make that rabbit meat from Poland – besides its extraordinary taste – contains the highest possible quantity of protein, mineral salts and other components necessary for the human organism.

There is no worder that such a valuable meat sells widely and easily abroad.

The export of rabbit meat initiated by POLCOOP in 1959 has brought about a considerable growth of rabbit breeding in Poland over a relatively short period of time. Owing to this, during the period of 13 years, the exports of rabbit meat from Poland have reached the quantity of over 7,000 tons per year. Owing to the establishment of the monopoly of exports of rabbit carcasses with POLCOOP, it has become possible to increase the significance of this line of exports and the output of rabbit meat for exports within the range of 25 to 30 per cent over a year. As the result of an increase in the supply of rabbits it is planned to construct several new slaughter houses of about one thousand tons capacity per year each.

At present, POLCOOP exports rabbit meat to nine European countries and to the United States of America.

The highest quantities of rabbit meat are exported to the FRG, Italy, Switzerland and France. In 1972 exports of rabbit meat to the USA increased considerably and the meat enjoys high repute of the buyers. The quantitative changes of the rabbit meat exported from Poland were accompanied by favourable changes in its preparation for exports during the last few years

Now, POLCOOP exports both deep frozen and cooled rabbit carcasses

Individual tastes of customers, whom POLCOOP is always ready to satisfy, have a decisive impact on the preparation of the product for exports

J. Trzcianka

WHAT'S NEW IN THE POLISH CHEESE INDUSTRY?

heese – making in Poland has its hundred – year's tradition. But not arlier than in 1955 was cheese in-uded in the list of export commod-es and since that time has won great number of steady customers. esides the traditional types like lsit, Gouda, Cheddar having been oduced till now, new types accord-g to our own technology including odlaski, Warmiński, Mazurski, Żu-wski, Kortowski, Popularny, My-wski, Rokpol and others have been troduced into the production in the ties. The production includes also ft cheeses – Cammembert and Brie.

ecause of the widening, assortment, e share of Tilsit cheese which had en the main production item before creased from 50% in 1960 to out 13% in 1972. In 1973 the num-er of cheeses produced by the Polish iry Industry runs into 41 types both rd and soft. Tilsit, Cheddar and azurski prevail in export. Besides her types the greatest increase of port was noted in Podlaski cheese. is kind of cheese, because of its cellent taste, has arisen great in-est among customers abroad. To et the requirements of many coun-s the Polish Dairy Industry will con-derably increase its production of s cheese.

NIMEX, which is the sole exporter Polish cheeses, cooperates closely introducing new kinds of cheeses th the producer the Union of Dairy operatives. Here are some exam-s: the production of Cheddar eese had been undertaken at the gestion of ANIMEX, and the pro-ction technology of Mazurski eese had been worked out for export rposes by ANIMEX. Similar exam-s can be mentioned. The next rs will bring a considerable growth cheese production. It is expected t the production will amount to 000 tons in 1975. This growth will ng a widening of assortment. The iry Industry in Poland, with the ticipation of the Technical Agri-tural Academy in Olsztyn and the titute of The Dairy Industry in rszawa has made preparations for manufacture of new kinds of

The novelties of Polish cheese industry are as follows:

Tykociński cheese

This is a cheese of Swiss type. It is produced in 15 kgs., square basis blocks. The blocks are covered with red paraffin. It is featured by a mild taste similar to Groyer and a fine aroma. The fat content in dry substance is 45%, the water content 45%. Perfect for slicing.

Jeziorański cheese

This is a half soft cheese. It is produced similarly to the Munster cheese. Jeziorański cheese is produced in small blocks about 2 kgs., weight. The rind is smooth covered with a thin layer of paraffin or aluminium foil. It is featured by a mild, pleasant, slightly piquant taste. This cheese contains 50% of fat in dry substance and 46% of water. It is excellent as a snack with beer.

Stołeczny cheese

This cheese belongs to the Swiss cheese family. It is produced in square basis blocks in two sizes, 9 kgs., and 13 kgs., weight. The rind is covered with a thin layer of paraffin. The taste is similar to the Emmenthal. Stołeczny cheese contains 45% of fat in dry substance and 38% of water. It is good for cutting and for slicing.

Lubuski cheese

This is a half soft cheese with caraway added. It is produced in square basis blocks of about 2.5 kgs., weight. The rind is covered with a thin layer of red paraffin. Lubuski cheese contains 45% of fat in dry substance and 52% of water. Specially suitable for beer, it should be considered as a cheese for the gourmets.

Puławski cheese

This is a half soft cheese and it is similar to Saint Paulin. It is produced in small square basis blocks of about 2 kgs., weight. The rind is covered with paraffin and the cheese when

Puławski cheese has delicate and very mild taste. It contains 50% fat in dry substance and 50% of water.

Śląski cheese

This is a soft, smear cheese. It is produced in small rectangular blocks of about 1 kg., weight. When ripe it is covered with a thin layer of paraffin or wrapped in foil. Taste and flavour of cheese moderately delicate, slightly sourish; in older cheese more piquant, similar to Limburger cheese. Śląski cheese contains 45% of fat in dry substance and 48% of water. Goes well with beer.

Limanowski cheese

This is a cheddarized cheese. The manufacture is similar to the production of Cantal cheese. It is produced in small blocks weighing 2–2.5 kgs. The rind is covered with a thin layer of paraffin. The structure, body, taste, and flavour are similar to those of cheddar cheese. Limanowski cheese contains 45% of fat in dry substance and 42% of water. It is easy to cut.

Mazowiecki cheese

This is a soft cheese. The manufacture is similar to the production of the Pont d'Eveque type. It is produced in small blocks weighing 0.5–1 kg.,. When ripe it is packed in a foil. The cheese has a slightly sharp and a slightly piquant taste. The content of fat in dry substance is 40%, water maximum 50%. It tastes excellent with beer.

Polski cheese

The manufacture of this cheese is similar to the production of Kashkavals and Provolones. It is produced in blocks or cones weighing about 4 kgs., and covered with paraffin or packed in cryovac bags. The cheese has a slightly piquant, nut-like taste. It contains 45% of fat in dry substance and 40% of water. It may be cut or sliced.

Liliput cheese

This is Polish Edam baby ball. The weight of a ball is about 0.3 kgs.,. It is

paraffin and wrapped in cellophane. It is featured by a delicate, mild, slightly sourish taste. The cheese contains 45% of fat in dry substance and 52% of water.

Włoski (Italian) cheese

This is a hard cheese for grating. The manufacture is similar to the technology of Hrana cheese. It is produced in rectangular blocks of 15—20 kgs.,. The rind is covered with a thin layer of paraffin. The body of cheese is tough, easily crumbles between the fingers. The cheese has a pleasant, sweetish, slightly piquant taste and flavour. The content of fat in dry substance is 40% and 35% of water.

Bydgoski cheese

This is a soft cheese with an outgrowth of mold. The manufacture is similar to the production of the Stilton cheese type. The cheese is produced in blocks and in cylindrical shape. When ripe it is wrapped in a foil. The taste is similar to the Roquefort cheese.

Camping cheese

This is a half soft cheese with caraway added. It is produced in small rectangular blocks weighing about 0.6 kgs., which is considered a family portion. The rind is covered with a thin layer of red paraffin. The ripe cheese is wrapped in a cellophane. The cheese has a slightly sourish taste with the flavour of caraway. It contains 45% of fat in dry substance and 50% of water.

Szynkowy cheese

The manufacture is based on the production of Hungarian Smoked Cheese. It is of a genuine ham shape weighing about 1 kg.,. When ripe it is smoked and paraffined. The body is similar to that of the Processed cheese. The taste is pure and salty with pronounced flavour of the smoked cheese. It contains 50% of fat in dry substance and 45% of water. This is cheese for the gourmets

The new types of cheeses will enrich the home market and will come into the export list of ANIMEX.

Marek Litwiński

You'll find no
better snack when drinking
Żywiec Beer
than the Polish

cheddar CHEESE

The best drink
going with Cheddar-Cheese
is the Polish

ŻYWIEC BEER

AGROS

FOR GOURMETS AND CONNOIS-SEURS

Green Frogs

The Mazurian Lake district in the north of Poland, called the land of a thousand lakes and numerous lakelands in the north-eastern and north-western and western parts of the country, is well-known for its clean and wholesome water. Moreover ponds and wet meadows in the different regions of Poland represent a particularly favourable environment for the natural development of green frogs (rana esculenta).

These green frogs are the best sort of frogs and for this reasons they are in great demand on numerous world markets.

According to scientific opinions the biological resources of these particular frogs are very considerable in Poland. Several years ago the Warsaw District Supply and Marketing Co-operative began to exploit these frog resources. Frogs are exported from Poland through the intermediary of POLCOOP Foreign Trade Enterprise. During the catch season, which lasts from the middle of June until late autumn each year, the said enterprise exports a considerable quantity of live frogs.

The demand for the frogs is ensured abroad, therefore each year the catches of green frogs in Poland are limited only by regulations concerning the protection of nature. The regulations say that it is possible to begin catches of green frogs only after the spring protection period during which the frogs lay spawn. The regulations also state that only full-grown frogs are to be caught so that the interest of protectioning nature coincides with the interest of foreign buyers. The forgs are caught with the use of landing-nets or nets, especially if the water is shallow, because only in this way the frogs are not injured.

Frogs weighing 40–120 grams are bought for export at purchase stations. The co-operatives do not accept injured frogs. Accordingly the people engaged in the frog catches, including, for example, many anglers and fishermen, hobbyists associated in the Polish Angling Union, strictly stick to the above-mentioned regulations and to the regulations concerning transportation of frogs to the base of the co-operatives. These co-operatives, which have at their disposal an export base for green frogs, prepare and provide the frog catchers with special containers ensuring an easy manner of transporting the frogs. The frogs are transported in either chip baskets, or airy cases made of smooth slats, or even wicker baskets, to secure proper inlet of air. Before loading the frogs for export transportation a veterinary surgeon at the export base examines them and eliminates the feeble ones. Until the moment inspectors of the Quality Inspection Office, performing the function of the State quality control in Poland, issue the quality certificate, the frogs are protected against the sun and kept in special wooden cases with holes in the bottoms, permitting free inflow and outflow of water. So as to create to the frogs conditions as similar to their natural environment as possible, besides shady accomodation and good airing, the frogs are provided with clean river or stream water free from chemical impurities.

Again and again foreign buyers praise the high quality of green frogs exported from Poland. The Polish way of transporting the frogs, which is organized by POLCOOP during the whole season of frog catching also enjoys a high repute.

Twice a week the frogs are flown by regular planes from Warszawa to Geneva. There in the vicinity of the Franco-Swiss frontier are located the frog processing factories belonging to firms that are the customers of POLCOOP. During the past years, at the request of its customers, POLCOOP has organized deliveries by planes from Warszawa to Paris and Lyon.

Satisfation with each lot of frogs is confirmed by new contracts which are concluded each year with POLCOOP. It has occured that green frogs from Poland, found in the water of lakes and ponds unpolluted by industrial wastes, are for foreign buyers a perfect raw-product for further processing. For this reason, green frogs will be in high demand both in the forthcoming season of 1973 and in future.

Snails

Poland is an exporter of live edible snails – the Roman snails. Our reporter spoke with the manager of the export division of snails of the Voivodship Agricultural Union of the "Peasant Self-Aid" Co-operative (VAUC) in Wroclaw, Mr. Witold Budziszewski, one of the first organizers of purchases of snails in Poland. Here are mr Budziszewski's views:

The Wroclaw VAUC is one of seventeen such co-operative organizations in Poland. It attains perfect results both as regards the picking and purchasing of snails. These snails are exported from Poland by POLCOOP, Foreign Trade Enterprise. In 1968 we exported from our voivodship as many as 63 tons of live snails, doubling this figure in 1970. It is to be expected that this year's "crop" will fully satisfy all the importers of snails in France and Switzerland.

The changing weather conditions, so characteristic for the entire geographical area of Poland, are not favourable for the reproductiveness of snails. However, the Roman snails of Poland have easily adapted themselves to the conditions in which they live and on the average one snail lays up to 200 eggs during each season.

To avoid diminishing the number of snails, POLCOOP has recommended the picking and purchasing of snails only until the middle of June each year, that is until the time of mating. Thus the postulate of saving the environment combines with the orders from the foreign buyers, we purchase only full-grown snails with a shell of over a 30 mm., diametre.

Each rural co-operative of our organization throughout the Wroclaw voivodship, interested in the exports of snails, has been provided with plastic calibrating devices. Such a device is very easy to use and makes it possible to preliminarily sort out the snails during the gathering.

Owing to these devices the snails which are not yet full-grown are left in their natural environment, being gardens, parks, and meadows in which they normally live.

In accordance with the instructions of POLCOOP pickers deliver the snails to the purchase stations in airy chip or wicker baskets.

Preliminary selection of the snails is made at the purchase station. Afterwards, the snails are transported to the export base at Jaszkowice near Wroclaw, where they are controlled once again. The snails are sorted under a close supervision of a veterinary surgeon.

Sound snails which meet the requirements of the calibrating devices are next loaded into cases made of thin slats, which, owing to slits, ensure adequate inlet of air, in spite of the fact that the tops of the cases are closed with covers.

Each such case contains 25 kgs., of snails net. Prior to the loading of the snails onto railway wagons, inspectors of the state supervision office control the quality of the snails, for before loading they must receive a certificate of the Quality Inspection Office (CIS).

Afterwards, the cases are loaded into covered railway wagons used for the conveyance of fruit, the construction of which ensures proper ventilation. Moreover, to secure a better inlet of the air, the cases with the snails are aranged inside the wagon chequer-wise. Each wagon carries about 7.5 tons of snails.

We export live snails of the Bourgogne type very much sought after by foreign buyers. So far, we have received no claim regarding the quality of the snails.

And we shall do our utmost to fully satisfy our foreign customers this year and in the years to come as regards the high quality of snails exported from Poland.

J. T.

POLCARGO

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Phone 21-39-21
Telex 054-247

POLCARGO supervises the export of consumption potatoes, seed potatoes and other potato products such as:

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- **potato flakes**
- **potato pulp**
- **potato semi-products for retail**

The supervision covers:

organoleptics, physical and chemical qualities check, sampling, weight, quantity, cleanliness of transport means and supervising of reloading.

This control is carried out by the best experts in the line of potatoes and their products, according to the Polish and foreign standards as entrusted by foreign trade enterprises and foreign customers.

POLCARGO has its own well equipped laboratories with highly qualified and expe-

RAPESEED AND RAPESSEED OIL

Rapeseed represents only six per cent of the world oils and fats production but it shows, next to soya beans, the highest rate of production growth among all the oilseeds cultivated in the world.

Up to 1970 the annual rate of increase in rapeseed production averaged 4.5 per cent. It is estimated that in the years 1970–1980 the dynamics of the increase in production will attain 4.7 per cent. The rate of increase in rapeseed production runs higher than the average for all oilseeds which amounts approximately to 3 per cent per year, calculated in terms of oil.

World production of rapeseed in 1971 amounted to 7.2 m tons. Of this quantity about 3.1 m tons were produced by Middle and Far East countries (Chinese People's Republic, India, Pakistan, Bangladesh), 2.2. m tons by Canada, and the remaining 2 m tons by Europe. Middle and Far East countries are consumers of almost their entire crops. Canada shows the highest rise in rapeseed output. A strong trend to develop rapeseed cultivation prevails both in Western and Eastern countries of Europe and in France and the Federal Republic of Germany in particular. Quite recently Australia also started production of rapeseed. Rapeseed production in Poland during the last year represented about 7 per cent of the world crops. Substantial promotion of rapeseed production in Poland began after 1958, as a result of a new agricultural policy.

In search for oilseeds suitable for our climatic and soil conditions earlier trials with other plantings such as sunflower seed, field pumpkin, oil raddish, sufflower seed were abandoned when it turned out that in our conditions rapeseed proved to be the most suitable seed.

Development of rapeseed production in Poland created our own basis of supply of locally grown oilseeds to cover the demand of Polish oil mills process rapeseed into oil and extraction meal. These products cover to a large extent the demand for vegetable fats for consumption and protein fodder for animals.

Exports of rapeseed from Poland were started i 1965. In 1968 due to an excellent crop, Poland' share of the world rapeseed output amounted t 14 per cent and exports attained 23 per cent o the world turnover. Exports in 1965–1970 – de spite considerable fluctuations in particular years – averaged 90 thousand tons a year. In comparison with mean figures of the world exports amounting to 728 thousand tons yearly, Poland's share represented 12 per cent and placed Poland among the five largest rapeseed exporting countries.

Rapeseed exported from Poland is distinguished by high seed purity, low moisture content, good yield of oil at low acidity, high protein content in meal. High seed purity combined with low moisture content of Polish rapeseed ensure easy processing and insignificant losses during processing. Low moisture content (7.5 per cent and less) of rapeseed exported from Poland allows it to stand up well in prolonged storage and guarantees good delivery even after a long sea trip. These advantages repeatedly confirmed by positive opinions of foreign customers are an important factor determining that Polish rapeseed remains in demand in many countries of the world and that the number of orders received is growing constantly.

The considerable rise in Polish rapeseed oil exports should also be noted. Since 1967 export supplies – in spite of fluctuations resulting from the size of the crop in particular years – maintain at a high level.

The quantity exported in 1972 represented about 30 per cent of the world turnover in rapeseed oil. Rapid development of rapeseed production and of its processing results in increased consumption of rapeseed oil all over the world. Rapeseed oil which not so long ago in many countries was used solely for technical purposes at present competes succesfully with other vegetable oils used for edible purposes. Consumed for over

making mayonnaise but due to its interchangeability with other oils both in hydrogenated and liquid form particularly in the production of margarine and confectionery fats. Hydrogenated rapeseed oil shows a cosiderable plasticity, has good aerating properties and stability. Due to these virtues, in comparison with other vegetable oils, rapeseed oil is particularly fit for use cold and for frying.

In many countries all over the world and among them in Mediterranean countries, in Canada and Far East countries consumption of rapeseed oil is increasing in comparison with other oils such as bean oil or sunflower seed oil because of its characteristic flavour and taste resembling to that of olive oil.

Rapeseed oil is used all over the world on a commercial scale for the production of margarine, shortenings, salad oils and mayonnaise.

Rapeseed oil exports are of structual character. Rapeseed oil exported from Poland has become a traditional commodity in Polish foreign trade. Modern oil mills in Poland, mastered processing technology, increased refining and hydrogenating capacities allow to offer to importers abroad crude, refined or hydrogenated rapeseed oil on their request.

Deodorized, bleached, refined rapeseed oil of pale colour and of high quality virtues is reaching a wider circle of foreign markets every year.

Every shipment abroad undergoes careful examination by supervising staff of oil plants so as to maintain a high standard of deliveries and to satisfy customers.

On buyers' request we offer rapeseed oil fob Polish ports, c and f, or cif customers' ports in bulk by tankers, or by railway tankcars. Polish rapeseed oil has become already renowned on many European, Latin American, North African markets and also in Japan.

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Opinions

A reliable status quo

Opinions

We are interviewing Mr. A. P. de Leeuw, the Director of POL-FRUIT-BELGIUM p.v.b.a., acting as the commercial agent of HORTEX for the Belgian market

Mr. de Leeuw, can you tell us what were the main motives for beginning co-operation between the firm represented by yourself and HORTEX?

"We have been aware of the fact that Belgium – as the producer of various kinds of fruit pulp would face more and more difficulties over the years to come, in maintaining this production based on domestic fresh fruits, when increasing wages and other costs resulted in prices soaring too high. Besides this, we wanted to expand our business in fhe line of deep frozen and fresh fruits, because the demand for them shown by processing industry, has increased during the last four years. For these new operations we preferred to begin a co-operation with a Polish firm, because Polish commercial firms have a good reputation for the quality of their goods and for their organization, which is characterized by a reliable status quo. As a matter of fact, two similar Polish foreign trade enterprises: AGROS and POLCOOP have already been represented at the Belgian market, while HORTEX operated there without any Agent, up to the season 1971/72".

What do you appreciate most in your co-operation with HORTEX?

"A very serious commercial attitude. Not only short time considerations are in mind when approaching problems of export to the Belgian market".

Which groups of goods in the fruit and vegetable line of business will show, in your opinion, the most dynamic increase in Polish exports to the Belgian market?

"From my previous experience, though not too great, it seems that exports of Polish goods to the Belgian market have wide perspectives of development. Sales of deep frozen fruits and vegetables and semi-products are increasing. Last year the first contract on fruit and vegetable preserves was concluded. Belgian consumers begin to be acquainted with Polish products and they already express appreciation for their high quality. I have heard similar opinions from Belgian producers of fruit and vegetable semi-products

Polish raw materials and semi-products very much. So it can be expected that HORTEX will soon be widely recognized on the Belgian market. From among the deep frozen fruits those that have the best chance for exports in the future, are: strawberries, black and red currants, bilberries and raspberries; and from among fruit concentrates: black and red currants. There are also possibilities of consumption growth for Polish preserves, especially vegetable preserves and jams, because the quality of these products is superior to any imported from the other East European countries. The demand for semiproducts, as well as for deep frozen fruits will increase and this is connected with the tendency to ensure high quality of final products, according to the requirements of Belgian consumers. It must be stressed that the Belgian market is a typical quality market, where level of prices plays the most important part. The Belgian consumer is spending a bigger share of his budget on food, because eating is for him less a necessity than a real pleasure".

Which products seem to the average Belgian consumer the most characteristic of Polish export?

"Vodka. Generally, the average Belgian consumer's knowledge of Polish products is limited. I hope, this situation will improve to some extend in the near future. HORTEX is gaining more and more in popularity, however, in my opinion, more frequent and more intensive promotion is necessary in the Belgian trade circles in order to create a better idea about possibilities of commercial contacts with Poland".

Opinions

Opinions

lish food well known foreign consumers

ur representative talks to Mr. urt Pijahn from Munich

/hat is a Federal Republic of Germany con-umer's opinion about Polish food?

t won't be an exaggeration to say that Polish food well known to all the FRG consumers. I have mind Polish chickens, fruit and vegetable pro-uce and semi-products as well as tinned meat. rozen fruit and vegetables are also very popular in ederal Republic of Germany. The good opinion bout them stays on in spite of the increasing de-ands placed by FRG consumers. The high quality f Polish food guarantees its popularity and growing emand. Polish fruit and vegetable products with Krakus" trade mark are such a success with us iat the import of them often cannot meet the de-iand. Unfortunatelly meeting the wishes of our onsumers is limited by import barriers. The present egulations by the European Economic Community hould be liberalized in this respect. I am of the pinion that the establishment of diplomatic rela-ons between our countries will favourably affect ie trade".

What does the German consumer expect rom us?

he chemical substances limited to the necessary minimum udoubtedly influence the quality and aste of Polish foodstuff. The produce we buy in 'oland is manufactured from the material grown in natural way. It is also known to me that sani-ary and quality regulations in Poland are strictly bserved. The regulations concerning the hygienic onditions of the production process are in most uropean countries not so strictly observed. I would lso like to draw your attention to the necessity of mprovement of the standard of Polish labels and acking. It is a matter of considerable importance n influencing the consumer. Your produce which s of such high quality should have equally good etting.

believe that keeping pace with the development of he relations between our countries Polish export-rs will get better acquainted with the requirements nd needs of our market. I am convinced that there will be no difficulties in meeting the constantly

Confidence in Polish seeds

Our representative talks to Mr. Guenter L. Reiter, director of AGRO-POLCOMMERCE in Austria

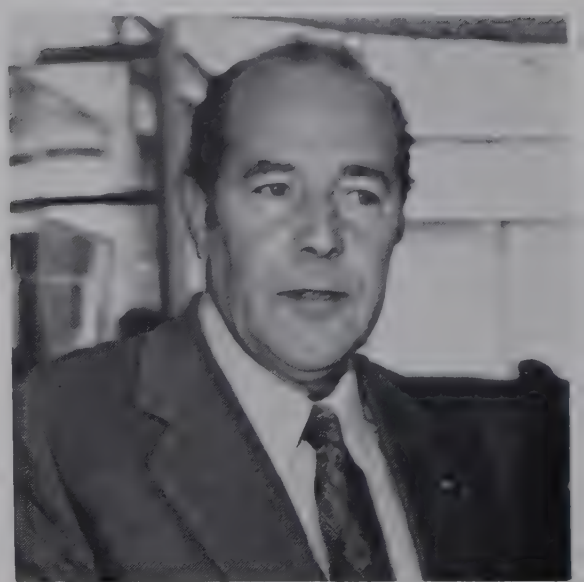
What determined the successes of the cooperation between your enterprise and ROLIMPEX?

We started off on the Austrian market, which is by the way a very fastidious one, with 20 tons of caraway seed which I was trying to sell with the help from ROLIMPEX. At present Poland supplies the Austrian market with over 300 to 360 tons of that commodity each year. Caraway seed is only an example. It is the same with other seed varieties, we import from your country. And what determined the success? First of all it was the high quality of the commodity and a considerable amount of work put in by both ROLIMPEX and our enterprise. It should be admitted that you fully took the advantage of the boom for seeds. I remember the not so distant time when Poland had to import seeds. Now having put in a lot of work on growing new varieties you have become an exporter of considerable importance."

What are the export prospects of Polish seeds to Austria?

The fact that Poland joined International System of Seeds Qualification (OECD) was of great significance for further promotion of export of the commodity to Austria. It allowed your country to have the seeds classified in the world top standard. Speaking about the seed market it should be mentioned that the invariable quality of the Polish product competes with goods from countries holding top position in this line of export. Among them are: Denmark, Holland, USA and Canada. It is not just courtesy towards Polish producers. Confidence in good quality seeds, and that is what Austrian farmers are convinced of with regard to the Polish product, creates new possibilities of export promotion. Too much time passes in farming before one can make sure the product is any good, to allow the farmer the risk of buying the seed which had not been tested. Bearing it in mind the Polish and Austrian research institutes began research work on a new variety of Polish onion and beetroot to name but the two. The coordination of work should bring good results to both partners.

The real effects of cooperation



Says Mr. M. Van Der Voorn, a representative of the Polish enterprise HORTEX on the Dutch market

How old are your contacts with the HORTEX enterprise?

My contacts with HORTEX date back to the beginnings of the Polish enterprise. Thus I can make some comparisons. During these dozen odd years we have managed to work out an effective form of cooperation bringing good results reflected in the increasing deliveries of Polish fruit and vegetables on the Dutch market. Udoubtedly it can be considered a success that the export of final products was started which had had hardly existed before. Here one might as well add that Holland being the producers' market and protecting its own fruit and vegetable processing industry, gives preferences to import of raw material and semi-products what is a protection against bringing in final products.
We have also concluded a preliminary contract on the delivery of various assortments of frozen fruits amounting to over 1000 tons. The deliveries of frozen vegetables, which are more and more sought- after on the Dutch market, have also been considerably increased."

Are you satisfied with products supplied o the Dutch market by HORTEX?

"I am really glad to say that my cooperation wit HORTEX has been successfully developing wha does not mean that all problems are completel solved. One of the matters to be properly settled packaging. The quality of Polish products is hig yet unfortunately one cannot say the same abo packaging. In my opinion it is necessary to us plastic packing more widely, namely small size pac of deep frozen food for retail sale as well as suitab packaging of raw materials and semi-products. A better presentation of the product will certain make it more attractive. Another problem to b mentioned here is the necessity of further differe tiation of the vegetable assortment and its adjus ment to tastes and requirements of our Dutch clien What I mean is growing special varieties of bea Brussels sprouts, carrots and green peas adapt for industrial purposes. I am convinced that in t near future all the obstacles which still exist, w be overcome. Besides, trade without any troul would not be called trade. The pleasure lies just

overcoming difficulties

FRUIT-FARMING IN POLAND

ultivation, varieties, roduction

and lies in the temperate zone. The climate is, vever, too cold for commercial production of pes and peaches. On the other hand apples and wberries do very well, and so do pears, plums, eet and sour cherries in the southern and south-stern regions of the country, as well as black rants from berry bearing bushes. Red currants, oberries and gooseberries are grown on a smaller le throughout the country, and apricots in the rmest regions around Sandomierz. Production of wild strawberry is beginning to develop, and eriments are being carried out on the cultivation cranberries and blueberries.

total production of fruit in Poland in recent rs is from 1.2 to 1.5 million tons per year.

trend for increasing production is being main-ned, and it can be expected that total production fruit will reach 2 million tons annually within the t few years, or in other words around 80 kg per abitant.

velopment of fruit production is aimed at ex-nding the number of specialized, relatively small, vately owned orchards of several or somewhat re hectares, properly managed, as likewise at in-asing the total area of large state orchards of veral hundred hectares.

has recently been observed that often there is a nd for frequently set up several neighbouring vately owned orchards with each other, and of cing them jointly with wire netting for protection ainst hares. Such orchard growers also jointly use ctors, sprayers and other necessary orchard uipment.

though fruit production is on the most part in vate hands, purchasing of the product is exclu-ely in the hands of state establishments such, as e Union of Fruit and Vegetable Processing In-stries, or of co-operatives, such as the Union of rticultural Co-operatives. These institutions have ir own staff of instructors for the purpose of car-for the standard of fruit production in specific

duction is and has been directly influenced by the Institute of Fruit Growing at Skierniewice through its 12 regional stations located in the more important centres of fruit production.

Apples constitute more than one half of the total production of fruit in Poland. Annually some 700 to 900 thousand tons are harvested. Old European varieties such as **Boiken, Landsberger Renette** or **Belle Boscop** predominate in old orchards, whilst American varieties, especially **McIntosh, Jonathan, Bancroft** and the **Starking** group are the favourites in newly planted orchards. Grading up of the apple trees in Poland is mostly carried out on seedlings of **Antonówka.** At present vegetative stocks are being more widely used, especially M7, M106 and A2, and trees are being more densely planted. Hedgerow planting is now being applied in many of the orchards from which higher yields per hectare are attained.

Production of pears ranges from 150 to 190 thousand tons annually. This species has higher climatic requirements than apples, and production is somewhat less certain in many of the regions of the country. The most popular varieties are **Favorite, Williams** and recently **Conference.**

As concerns stone fruit-bearing trees, plums are the most numerous giving total annual yields of 170 to 210 thousand tons of fruit. The very tasty **Prunus domestica** predominates, and is in mass production especially in the sub-Carpathian region. New regions of plum production are to be developed. The dominant variety is to be the **Italian Prune** after experiments have shown that on **Bromptom** stocks or **Wangenheim** seedlings it gives yields twice or three times as high as on **Prunus divaricata** on which it was hitherto produced.

It is also planned that production of sour cherries will be greatly expanded. Current total annual yields of this species is from 40 to 60 thousand tons. Sour cherries are in general from small home gardens and the first more numerous cherry orchards are only now being planted. The **Lutówka** variety is predominant.

Bacciferous plants, and especially strawberries

During the first post-war years production was limited principally to small private gardens. During the ten-year period from 1955 to 1965 total yields of strawberries increased from 10 thousand tons to 150 thousand tons annually, and Poland now occupies first place in this field of production in Europe, and second in the world next to the United States only.

Natural conditions are suitable for strawberry production, and they do well on the light soils prevailing throughout the country. The range of average temperatures in Poland is too low for vectors transmitting virulent diseases of strawberries, but sufficiently high for the production of this fruit.

The indigenous strawberry variety **Purpuratka** is highly valued on world markets. It is noted its dark colour, strong aroma, well formed fruit of medium size, and fairly sharp and pleasant taste. Unfortunately **Purpuratka** gave very low yields and it is currently used only as initial material for breeding new varieties. According to studies carried out by the Institute of Fruit Growing other, higher-yielding under Polish conditions, varieties are as good as the above mentioned as concerns suitability for processing and deep freezing. From amongst such varieties **Senga-Sengana** came to the fore several years ago, and continues to occupy first place.

Second place in the production of berries falls to currants. Polish climatic conditions are very suitable for production of red currants. On the other hand black currants, unfortunately, give regular yields only in the south-eastern part of the country. Average annual production of currants is around 50 thousand tons. **Roodknop** and **Black Smith** are the most popular black currant varieties, **Jonkheer van Tets** and **Red Dutch** the prevalent red.

Average annual yields of gooseberries reach some 25 thousand tons, raspberries 15 thousand tons, and of the remaining berries 20 to 40 thousand tons. Most attention is now being given to the production of raspberries as they are in demand by the processing industry. New varieties are being introduced such as **Malling Jewel,** although **Malling Promise** remains the most popular variety

Protective measures against berry plant pests and diseases are carried out each year according to currant requirements. As is also the case for orchards, use of chemical means of pest and disease control is limited to an indispensible minimum. Nursery production of seedlings free of economically dangerous virulent diseases and pests is considered as the major factor for keeping bacciferous plantations healthy.

Research, achievements, control

The Institute of Fruit Growing in Skierniewice has played a specially important role in the development of orchard production in Poland. Its activities are characterized by close ties with world-wide reaearch. Some 300 scientists from many countries of the world visit the Institute each year, and a number of them remain over longer periods of time carrying out numerous valuable research studies together with Polish scientists, participating in experimental work, writing doctorate theses.

In like manner Polish scientists are invited to foreign scientific centres for the purpose of presenting and discussing their own achievements. Many various and other scientific studies have been presented at international meetings, conferences and symposia by Poles working in the Institute during its existence of twenty years.

Readers of FOOD from POLAND will probably be interested in studies carried out by the Institute, and which are connected with improving the quality of fruit. Research in the field of plant protection should be mentioned firstly. Some 20 per cent of all the scientists at the Institute are occupied with this problem thus indicating the importance being attached to it.

In the first place attention has been given to the biology of pests and to the epidemiology of the more important plant diseases. Rational methods for their control have been worked out thus allowing for breaking with the old tradition of spraying "for the future". Spraying is now being carried out at times of actual need resulting in the limitation of chemism to a minimum.

As concerns the more important diseases and pests, periods of spraying are determined by a field service warning system. Critical population limits for given pests have been defined above which there is a danger of damage economically discernible. Spraying with insecticides is now recommended only if this critical population point is reached or overstepped. This system has allowed for decreasing the average number of sprayings of orchard trees with insecticides from 4 or 5 to 2 or 3. Apart from the above, use of means harmful to human health, of low selectivity, and long lasting with respect to the biocenosis, have been considerably limited. Thus for example DDT is not being used in orchards since 1965. Similar precautions are being taken with respect to other pesticides. Use of the very effective herbicide, "Aminotriasol", widely used in many countries, has been prohibited in Poland since it is suspected of cancerogenic properties. Intra-soil herbicides most frequently used in Polish orchards have simazine as an active component. Studies carried out in Skierniewice have shown that this compound accumulates in the leaves of trees, and not in its fruit.

Studies on selection of the most safe pesticides are being continued. Examinations have already been carried out on more than 200 insecticides and fungicides. As concerns the latter, the number of sprayings has likewise been decreased.

Apple scab is the most dangerous disease in Polish orchards. Introduction of systematic fungicides, even in limiting their use to the most difficult periods of protection against this disease, has allowed for limiting the number of sprayings to 4 or 5. Before the introduction of a warning system, not to mention systematic fungicides, 12 or 14 sprayings were frequently required as a measure of protection against apple scab.

It is obvious that the most promising are plant protection methods which avoid the use of chemical means, as for example biological control. Research in this field is also being conducted in Poland. The most practical achievement to date consists of defining the number of necessary sprayings on the one hand, and maintaing at a minimum destruction of the beneficial fauna of orchard, thereby decreasing the number of cases in which the critical pest population point is overstepped. New possibilities have been opened with the introduction of bacterial preparations, and studies have recently been begun on sterilization by means of radiation of male **Laspeyresia pomonella,** a very dangerous insect pest of orchards.

Proper fertilization constitutes another highly important factor in fruit production. Overdoses of fertilizer without proper control can be highly harmful for the human organism. The Institute has elaborated scientific fundamentals, based on results of soil and leaf analyses, for determining the amount of commercial fertilizer to be used under Polish conditions. Any orchardist can now send samples of his soil and fruit tree leaves to one of the eight laboratories and obtain recommendations for rational fertilization. The mentioned laboratories have been established at selected general chemico-agricultural experimental stations especially for servicing the needs of horticulture.

The present intensive development of the chemical industry has frequently resulted in uncontrolled use of commercial fertilizers and consequential overfertilization, or in upsetting the nutritional equilibrium of plants with respect to specific components.

Experiments have, for example, shown that the chemical composition and taste of strawberries depend upon fertilization; especially potassium fertilization has been found very beneficial in this respect.

A separate group of scientists, having at their disposal a complete miniature processing plant and well equipped laboratory, is engaged in the problem of fruit quality with special reference to its usefulness for processing and deep freezing. This group evaluates newly introduced varieties and selects only those for further production which show the highest biological value, best taste and processing qualities under Polish conditions.

General evaluation of newly introduced varieties is charged to plant variety and breeding specialists. Poland already has some achievements in the field of new varieties, as for example the highly tasteful autumn apple, **Fantazja.** Breeding of new varieties of berry plants, especially of strawberries, and breeding of vegetative stocks adapted to local soil conditions and resistant to diseases of the bark, is being rapidly developed in recent times.

Persons interested in Polish scientific achievements and progress in fruit production will have the opportunity of becoming better acquainted with this problem, as the XIX International Horticultural Congress is to be held in Warszawa from 11 to 18 September 1974. This Congress is organized every 4 years by the International Society for Horticultural Science, the present President of which is Professor S.A. Pieniążek, Director of the Fruit Production Institute in Skierniewice.

Prof. Dr Z. Soczek

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WESTERN POMERANIA

The present civilization: rush, noise, combustion gases cause disorders in our neuro-vegetative system such as psychoneurosis, insomnia and exhaustion. During the holidays we have an opoprtunity to regenerate our impaired health.

We cordially invite you to the sunny Baltic coast. Here everybody depending on his or her liking and temperament finds the possibility of complete relaxation. The tourist route leading across the Western Coast is really picturesque, interesting and exceptionally attractive.

The Western Coast of the Baltic sea is not flat. The landscape is varied: there are hills, valleys, lakes, forests, meadows, peateries and... beaches. Stretching for miles with fine sand they gently slope down into the sea. On the Łeba – Ustka route one sees spacious sand areas given the name of the "Polish Sahara". These are one of the biggest European drifting dunes. When a strong western wind blows there is a mist of drifting sand nearly a yard high moving over their surface.

Nearly every day the Baltic sea changes its shade. The blue water on a windless, sunny day becomes steel grey in storm. Most often it is green as its waters abound in the microorganisms and plankton of all kinds. The shade of the water also depends on its temperature and its low salt content. The geographical position, geological conditions, specific sea-side microclimate and natural resources issue in concrete medical indications. The climate of the Western Pomerania is recommended in conditions of catarrhal diseases of the upper respiratory tract, the allergies, metabolic and circulatory disorders as well as cardiac insufficiencies. The stay here is also recommended for convalescents. Travelling along the coast a tourist will encounter holiday resorts and spas having spacious beaches (with life rescue service), comfortable boarding houses and restaurants, little fishermen settlement hidden among the woods and smelling of smoked fish, uninhabited spots romantic in their solitude along with port towns pulsating with life – centres of big industry. Travelling along the coast you start in Łeba and end up in Swinoujście. Here we say farewell to the open sea and get on board of "Żegluga Szczecińska" vessel to reach Szczecin. After a three hours trip we land at Szczecin Naval Port on the quay named after Jan of Kolno, the legendary discoverer of America, before Columbus.

Szczecin

Szczecin is marked by a big black ring on the maps of our continent. Also distinct is the outlet of a big Polish river Odra along with its basin covering a third of Poland and with numerous canals linking the Odra with the Vistula, the Elbe and waterways of Western Europe.

It is the favourable geographical position of Szczecin that has made the town an important trade centre of many European countries. The port of Szczecin is for many of them the nearest reloading place for imported and exported commodities. The route to Polish ports is on the average 30 per cent shorter from the Czechoslovak, Hungarian, Austrian and GDR industrial centres (by road and rail) than to the ports of North-West of South Europe. Thus Szczecin is the most convenient port for the overseas trade of Central European countries. It is a short way to Scandinavian countries as well as to the remaining countries of the Baltic basin. The port has convenient sea routes with Japan, USA, the Near East countries and practically with all the seas and oceans of our globe.

The port of Szczecin is Poland's largest port with regard to the area. It is divided into three reloading areas: for general cargo, bulk cargo and he third in Swinoujście.

The port is a big junction linking nearly all kinds of transport. It is closely connected with navigation, fishery and shipbuilding industry, cooperating with numerous maritime enterprises and institutions. The Polish fleet consisting of hundreds of vessels sails in nearly all seas and oceans calling on 250 ports of the world. The development of transit transport across Poland is a fact acquiring an even bigger economic and political significance. The country's geographical situation, efficiency of the transport system as well as friendliness and understanding shown the customers by the authorities made the shortest and cheapest transport routes across Poland.

The shipbuilding industry is also an extremely important factor of Szczecin's economy. The shipbuilding yards with their enormous halls, cranes, gantry cranes, complicated installations of the optical marking-off shop, machines bending steel sheets to obtain necessary shape, a tangle of wires and cables, moorings at the wharfs, the wheezing of acetylene cutting equipment present a rather chaotic structure, yet thanks to the efficient organization of work at least one modern freighter is launched every month. Along with shipowner enterprises and numerous shipbuilding yards and ship repair shops a network of enterprises has been developed here dealing with fishery and fish processing.

We are going to develop that subject later on in our magazine. Here we would like to mention the town itself, one of the youngest towns in Poland with the largest green belts. The modern style alternates harmoniously with the relics of the past. It is really worth visiting

Barbara Bolechowska

1. The tourist route crossing the Western Coast is picturesque and exceptionally attractive.

2. The Szczecin port is a big transport junction where all means of transport co-exist side by side.

3. The Szczecin fishing fleet sails across oceans and seas the world over.

4

4. 25,000 tons of various fish products are manufactured each year by 5 up-to-date factories

5. Trees, shrubs and lawns make Szczecin one of Poland's most "green" towns.

5

IN THE

Szczecin is a big centre of Poland's fisheries. It embraces the industrial potential of fishing, fish processing and fish export. Here is the seat of the Fisheries Central Board administering this branch of economy throughout the country. Here is also the RYBEX foreign trade enterprise dealing in export of fish and fish-products to numerous countries of Europe, Asia and Africa as well as import of those varieties and canned products which we lack on our home market.

*

The FOOD from POLAND reporter interviewed Mr. Wojciech Pollaczek, Managing Director of Fisheries Central Board. Its topic was the present activities and plans for the future of this enterprise so important to our economy.

What economic potential is there at the disposal of the Board?

– The Fisheries Central Board, of which I am Managing Director, is the only one in Poland to supervise the entire production process beginning with obtaining raw material, processing and storing it, to transport and turnover, both wholesale and retail. Enterprises constituting the Board deal with fish catches, production and processing as well as selling ready products on the home and foreign markets.

Owing to the specific features of our activities we participate in the work of various international organizations. The Board has its scientific-and-research institutions and its schools preparing skilled technical staff for our enterprises.

The Fisheries Central Board supervises:

- three deep-sea fishery and fishing service enterprises
- five Baltic Sea fishing enterprises
- five fish processing and canning factories
- seventeen commercial enterprises
- Fish Sale Enterprise
- Foreign Trade Office RYBEX
- Maritime Fishery Institute
- Central Laboratory of Fish Industry
- Scientific and Research Centre of Fish Trade and many other service and production units.

We have at our disposal a fishing fleet of 368 vessels including 81 fully industrialized ones, 8 auxiliary units i.e. 3 mother factory-ships and 5 transport vessels of high speed.

Our fishing fleet ranks among the most up-to-date ones. Its equipment is the latest achievement of the world fishing technology.

What is the scope and program of the Board? Would you kindly characterize the activities of enterprises commanding Poland's deep-sea fishing fleet?

– Let me start with the catches. At first our vessels operated only in the Baltic and North sea.

It is well known that each year these fishing grounds give an ever smaller output. However, at the same time our fishing fleet grew bigger and became modernized, thus allowing to start fishing in more distant and fish-abounding seas all over the world. At present we catch in the North-West Atlantic, along the North-West coasts of Africa, in the Barents Sea and others. New fishing grounds diversified the assortment of the catch, enriched the processing programme which was duly followed by the increase in our production in the field both for the home and foreign markets.

One of the enterprises dealing with deep sea fishing and responsible for the bigger part of our fishing fleet is DALMOR. Its vessels catch on the fishing grounds of North Atlantic, Labrador, off the coast of Newfoundland, Georges Bank, in the Barents Sea and North Sea. The DALMOR industrialized and modern fishing fleet brings catches of about 160,000 tons a year, mainly of cod, herring, halibut and red fish. Thanks to updated equipment and facilities the DALMOR vessels process most of the catch offering for sale fillets of cod fish, red fish, halibut, headed and gutted cod fish, red fish and plaice, herrings frozen and salted and even salted herrings with spices. A part of this production is directly sent from the factory trawlers to USA and West European countries. The high quality products successfully compete with foreign makes. They are welcomed by consumers from many countries.

Another Deep Sea Fishery and Fishing Service Enterprise ODRA, has been

CAPITAL OF POLISH FISHERY...

operating now for over 20 years. It s a company of considerable po-ential reaching 130,000 tons of fish year. It exploits the fishing grounds of North-West Atlantic as well as hose on the West African shelf and n the North Sea. Among the various ish species, there are mackerels, her-ings, sardines and tuna. There are lso South Seas fish species such s grey snapper, red snapper small eye, tasergal. The ODRA vessels are equipped with modern production ines to manufacture a big assortment of canned herring fillets, mackerel, ardines in various sauces, in oil, n tomato, mustard sauce etc. The ompany started also the production of canned sardines and shrimps which re much sought after on markets of many countries.

The third and youngest Deep-Sea Fishery and Fishing Service Enter-prise is GRYF with catches about 00,000 tons of fish a year. The GRYF vessels exploit the fishing grounds of the North Sea and the Atlantic.

The deep-sea fishing enterprises which were described above have heir own port facilities, stores, cold stores, laboratories as well as their canning factories. They employ highly skilled specialists in the line of ich-hyology, production organizations, economy and others.

Enterprises employing cutters operate mainly in the Baltic Sea. Poland's fishery is among the world's top fisheries with the yearly output of 550 thousand tons of fish.

Would you kindly outline the inland production organization in enterprises traditionally known for its high standard of processed goods?

The Fisheries Central Board comprises 5 enterprises which produce over 25,000 tons of processed fish a year in total.

Fish Factory in Gdańsk is well known and highly appreciated by home and foreign customers. Among many varieties of canned fish manufactured in the works those especially worth mentioning are: herring with fruit and vegetables, herring-Gdańsk style, fish liver with mushrooms, sprats with fruit and vegetables.

Fish Factory in Gdynia is among the biggest producers of canned fish in Poland. It has a good and long tradition in this field, specializing in delikatessen brand of preserves including sprats, brisling as well as fish liver paté- mackerels etc.

Fish Factory in Giżycko bases its production on the raw material caught in the near-by inland waters. The works offers a wide assortment of preserves and smoked fish and marinades.

Fish Factory in Chojnice produces smoked fish and marinades as well as preserves of fresh water and sea fish. Its products are highly appreciated by foreign consumers. Along with the products of the above mentioned works also these brands were awarded numerous medals for high quality and delicious taste.

Fish Factory in Przemyśl deals in smoked fish and marinades.

We would like to know what is the sale organization like?

– As I have already said we do not limit our activities to fishing and processing only but also deal with sales of our fish production and supply the home market with our own products as well as products bought abroad.

The RYBEX foreign trade enterprise is our exporter. It can already note significant achievements in the turnover although it is a comparatively new company. However, it is already considered to be an important trade partner on the international market. It maintains regular trade contacts with foreign firms in 35 countries. The 41 per cent rise in turnover recorded in 1972 against the results of 1971 is a proof of its successes in trade.

A number of countries is also interested in cooperation with Poland in the field of fishery and fish processing. In spite of these achievements and the optimistic outlook for the nearest future it should be mentioned that we note at present some obstacles in the deep-sea fishing. We have in mind unilateral extension of fishing zones to 200 nautical miles introduced by many countries. It presents difficulties in fishery conducted according to the international convention now in force.

Interviewer: *Józef Korzeniowski*

information

FLOATING LABORATORY

"PROFESSOR SIEDLECKI", the Polish supermodern research ship, a floating laboratory, is to sail soon on her first voage to Angola fishing grounds. Aboard will be 32 Polish scientists of various specialities and 4 specialists from abroad and FAO experts will also take part in this expedition. The objective of the expedition is to investigate fish concentration in the south-eastern Atlantic, which is of great significance for Polish fisheries. The steadily expanding Polish fishing fleet is continuously in search of new fishing grounds where fishing on an industrial scale would be possible. The fishing grounds off the coast of Angola are rich principally in sardines and anchovies, carangids and hake. The Polish fleet plans to specialize in large-scale catch of hake.

Known in 17 countries

The Góra Kalwaria Cold Stores subordinated to HORTEX Foreign Trade Enterprise supply 25% of the entire Polish frozen food output. These products are exported to 17 countries – unquestionable evidence of their high quality. The freezing takes place in special fluidization tunnels where products are subjected to a strong stream of cold air. This method leaves the fruit and vegetables undamaged and permits them to keep all their nutritious values.

Valuable inventions

Research workers of the Lublin Agricultural Academy are holders of 17 patents. Among the patents are appliances for horse-power examination, an instrument for coating fruits and vegetables with a layer of plastic to keep them fresh long, and a soil humidity gauge. More than 30 other inventions will be examined in the near future.

INSTITUTE FOR PROTECTION OF THE ENVIRONMENT

An Institute for Environment Protection Engineering has been established at the Wrocław Technological University, to elaborate methods and facilities for the purification of water, sewage, and gases. It is to handle the entire cycle of research – from pilot work, elaboration of technologies and designs, up to their introduction in selected industrial works. The Institute covers by the range of its activities 5 affiliated departments of the Technical University, and collaborates with 8 other institutes of the same University, and also with the Medical Academy and Agricultural Academy.

First cranberry plantation on an industrial scale

Studies conducted by scientists have revealed that cranberries contain plenty of vitamins and other valuable components which makes them a very desirable raw material for the food and pharmaceutical industries. Both the Institute of Pomology and the LAS (Forest) Enterprise took interest in this cultivation. A 30-hectare plantation has been developed near the village Wierzchowo (Koszalin Province) on marshy wasteland – the best soil for cranberries. Long-range plans provide for the expansion of this plantation to about five thousand hectares.

Traditions of Poznań

Production of vodkas in Poland has traditions going back to the 16th century. Every larger manor house had its own distillery and its well-guarded recipes for various liquors. Even monasteries had their own distilleries where learned monks specialized in the production of sophisticated beverages, while many more distilleries were located in towns. The principal vodka-making centres at that time were Kraków, Poznań, and Gdańsk. Early in the 17th century Poznań was a known exporter of vodka. It was shipped from there by the river Odra to Wrocław, and from there delivered to Głogów, Świdnica, Zielona Góra, and to other towns in Poland and abroad. Vodka-making traditions have been kept up in Poznań until this time.

LAS – exporter of mushrooms

LAS Forest Products Enterprise, Szczecin, purchased in 1972 more than 180 tons of mushrooms, which is three times more than in the previous years. Forty tons out of this quantity, both fresh and salted mushrooms, were exported to the Federal Republic of Germany and to Switzerland.

Polish vodka – a light drink

Some time ago a British Professor Gaston Pawan compiled a list of alcoholic drinks qualifying them by their harmfulness to health. Among the "heavy" drinks, causing headache and hangover, Professor Pawan listed whisky, brandy, rum and...red wine. Among the lightest ones – gin, white wine and...Polish vodka.

Everything for export

LAS Enterprise Processing Works at Brusy (near Chojnice) in 1972 exported twenty tons of geese, 15 tons of goose fat, 900 kg. of goose livers; moreover, 50 tons of red currant pulp and 10 tons of black currant mash.

Two million chickens a year

The Inowrocław chicken farm is to be enlarged soon. So far it has produced about 00,000 chickens a year. When the new hatching facilities are turned over for use, the utput will be more than two million chickens nnually.

Fruits — a medicine

lack currant juice has curative properties and is ecommended for colds, coughs, and sore throat: ne glass of juice with a tablespoonful of honey very night. Black currants have plenty of valuable utritious components, like Vitamin C (15–20 g of esh berries satisfy the daily demand of the body or this vitamin). Thanks to its components, black urrants in various form are recommended in circulatory diseases. They strengthen blood vessels, nprove calcium management, and act as diuretic. ersons suffering from arteriosclerosis and coronary iseases are advised to have fresh black currant jelly ith sugar every morning and night (1 tablespoonful t a time). To be effective, this cure has to go on for me time.

resh black currant juice is also recommended for tomach and duodenum ulceration, and against hyoacidity. Black currant leaves, too, have curative roperties. Leaf infusion is good for rheumatism nd kidney stones (pour 1 litre of boiling water ver 50 g. of crushed black currant leaves, let them tand for 4–5 hours. Drink half a cup 4–5 times day). Fresh black currant berries contain: 16% ugar, about 4% organic acids (malic, citric, tarric), pectine (0.2–0.8%), large quantity of Vitain C, and also Vitamin B and provitamin A. For omparison: lemons have 30 mg of Vitamin C per 00 g., and currants – 400 mg.

oland has been exporting black currants for many ears now. HORTEX is the principal exporter.

oland has been cultivating vegetables or a thousand year now

lost of the vegetables cultivated in this country ere brought into Poland from the Mediterranean ea, where they usually originated from India, ersia, and Central Asia. The Greeks and Romans arned vegetable cultivation from the Egyptians and abylonians; and from Byzantium and Rome vegebles now common in Poland such as: onions, ucumbers, garlic, beets, carrots and broad beans nd also cabbage, cauliflower, and the like were rought to this country from Italy and France by onks from Italian Benedictine monasteries; the rst Benedictine monastery was established in Poand in 1006, under the reign of King Bolesław hrobry. These monks set up big kitchen gardens their monasteries which were located at Siecieów, Tyniec and at mountain Święty Krzyż.

loreover, the gardens cultivated at royal palaces nd noblemen's manors helped to popularize vegebles in Poland. Great has been the influence on ardening (and on cooking too) of Princess Bona iforza, the wife of the Polish King Sigismundus the ld, who came to Poland in the 16th century. She ot only popularized vegetable cultivation by ringing seeds but also introduced the custom of egetables at many meals.

ORRECTION

hotos were interchanged that were published in o. 1/73 of our periodical at the statements by Mr. orst Geicke and Mr. Otto Cullman. We explain that Mr. Horst Geicke is the representative of the Polish oreign Trade Enterprise AGROS, and Dr. Otto ullman is the representative of the Polish Foreign rade Enterprises ANIMEX and POLCOOP in the ederal Republic of Germany. We present our heartelt excuses to both interviewed Gentlemen and to

Poland steps up rabbit breeding

LAS Enterprise Departments in Poznań exported in 1972 about 220 tons of rabbit carcasses. Buyers in the United States and those in Europe (France, Italy, Holland, Federal Republic of Germany, Great Britain) submit many offers for rabbit meat. In its desire to oblige, LAS is to start this year a modern industrial rabbit farm at Tomnica near Krotoszyn. It will breed at first 25,000 rabbits, and step up production to 100,000 later on.

This was 115 years ago...

115 years passed since the opening in Poland of the first agricultural exhibition – in 1858 in Łowicz, at the time of the big all-Poland fair held regularly for past years in September on St. Matthew's day. Presented then was beautiful farm produce, pedigree livestock, agricultural tools and machines, even a threshing machine with horse tread-mill – in all 177 items of machinery, 162 livestock specimens, and 560 various vegetable produce. Competitions were organized during that exhibition: for the best plough, best ploughman, most efficient draft horse, and speediest saddle horse.

Half a century in the service of agriculture

The first Polish tractor was made at the Warsaw URSUS Works in 1922. Later the Works transferred to Czechowice, the locality now called Ursus, after the factory's name.

The factory was put into operation soon after the cessation of W.W.II hostilities, despite the substantial damage it suffered in 1944. At present its annual output is of some 45,000 tractors and, by 1975, it is to reach 75,000. Polish tractors are well known in several score countries throughout the world, from India to Brazil.

Honeycake coach

A special assortment of souvenirs has been prepared by the KOPERNIK Honeycake Works in Toruń; which include among them honeycake figurines representing old-time burghers, knights, dames and a coach. There also is a medal with the likeness of Copernicus.

Their designer is Julian Bystroń, a long-time employee of the Works.

Visitors welcomed to Toruń during the Copernicus Year will have a great choice of aromatic, chocolate-coated honeycake souvenirs.

Onions prevent cardiac infarction

The list of drugs for cardiac infarction includes also onions. Onions prevent accumulation in the blood of fibrine – an insoluble protein causing the formation of clots – the immediate infarction cause. It is better to use more onions in cooking than we do now, the more so as they also have many vitamins. It is of interest to add that Poland is one of the big exporters of onions.

THERE IS NO LIFE WITHOUT WATER

There is no life without water; but how much of it should man actually get a day? This largely depends on the climate and type of work performed. On the average, to meet all the needs of the body under normal conditions and to enable the proper processes of metabolism – a man should get about 2 litres of water a day. Half of this quantity is absorbed with various foodstuffs, some of which contain a lot of water, such as: tomatoes and fresh cucumbers – 95%; milk – 88%; ham – 50%.

The average quantity of food a man has a day procures about one litre of water; a certain quantity is produced as the result of internal metabolic processes; but the missing 1 litre should be served in the form of a variety of drinks and liquid foods.

PRODUCTS OF POLISH HORTICULTURAL CO-OPERATIVES

Fresh fruits and vegetables

Onions

Deep-frozen fruits and vegetables

Fruit and vegetable semi-products

White mushrooms--champignons

Bee honey

Flowers (cut)

Exporter

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Enterprise for Foreign Trade
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From the Editor's Office

The issue that we hereby hand out to our Readers as well as the following issues differ somewhat from the to-date manner of presenting the Polish commercial offer of agricultural produce and foodstuffs.

The Editor's Office thinks that the most efficient form of information will be a periodical edited as an offer magazine containing as wide a range of journalistic and editorial forms as possible, aiming at the fullest presentation of Polish export capabilities in the above line. We want to present the goods and at the same time to inform the Reader of the facilities for making these commodities, of the capacities and prospects of the Polish food and agricultural produce industry.

We think, that the Reader will also be interested in the Polish achievements in the field of SCIENCE AND TECHNOLOGY as well as in general information on the development prospects of the various branches of this industry for the forthcoming years.

In the column TALKS WITH EXPORTERS the Reader will find a cross section of the offer of Polish Foreign Trade Enterprises.

The column INFORMATION publishes information on the subject of assortment novelties, and on the achievements in various fields exerting a direct influence on the development of Polish exports and imports.

In the column WE INVITE YOU TO POLAND we shall, besides actual information on industry, inform the Reader of the cultural and touristic values of the various regions of Poland.

Our column OPINIONS is intended for the statements of Poland's regular and potential trade partners. We ask them to kindly avail themselves as frequently as possible of this column in which we shall gladly publish interesting declarations.

For the sake of facilitating the choice, we take the liberty to quote in short some problems of interest for us:

- Polish foodstuffs — in the opinion of the importer and consumer.
- Development prospects of the exports of food from Poland.
- Publicity for Polish foodstuffs on markets abroad.
- The function exerted by our periodical on the market of the given importer of foodstuffs.

Also the next page of our magazine has been devoted by us to the statements of our Readers. In this page we supply the precise address of our Editor's Office and thank our Readers in advance for co-operation with us.